

LIFE

A POETIC CAMERAMAN IN AFRICA
'I HAD NO SHOES BUT I HAD DREAMS'
BY JACQUELINE COCHRAN
MILE RACE OF THE CENTURY



BEAUTIFUL AFRICA'S
SPIRITED KIDS

20 CENTS

AUGUST 16, 1954

IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!***

***Can't brush after every meal? One Gleem brushing
destroys most decay bacteria!***

If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . stops decay action with each brushing.

**Only Procter & Gamble's new
GLEEM has GL-70 . . .
new cleaner and decay fighter!**



Mouth stays fresh all day with one Gleem brushing!

Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the *whole* day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

Kids just love Gleem's taste!

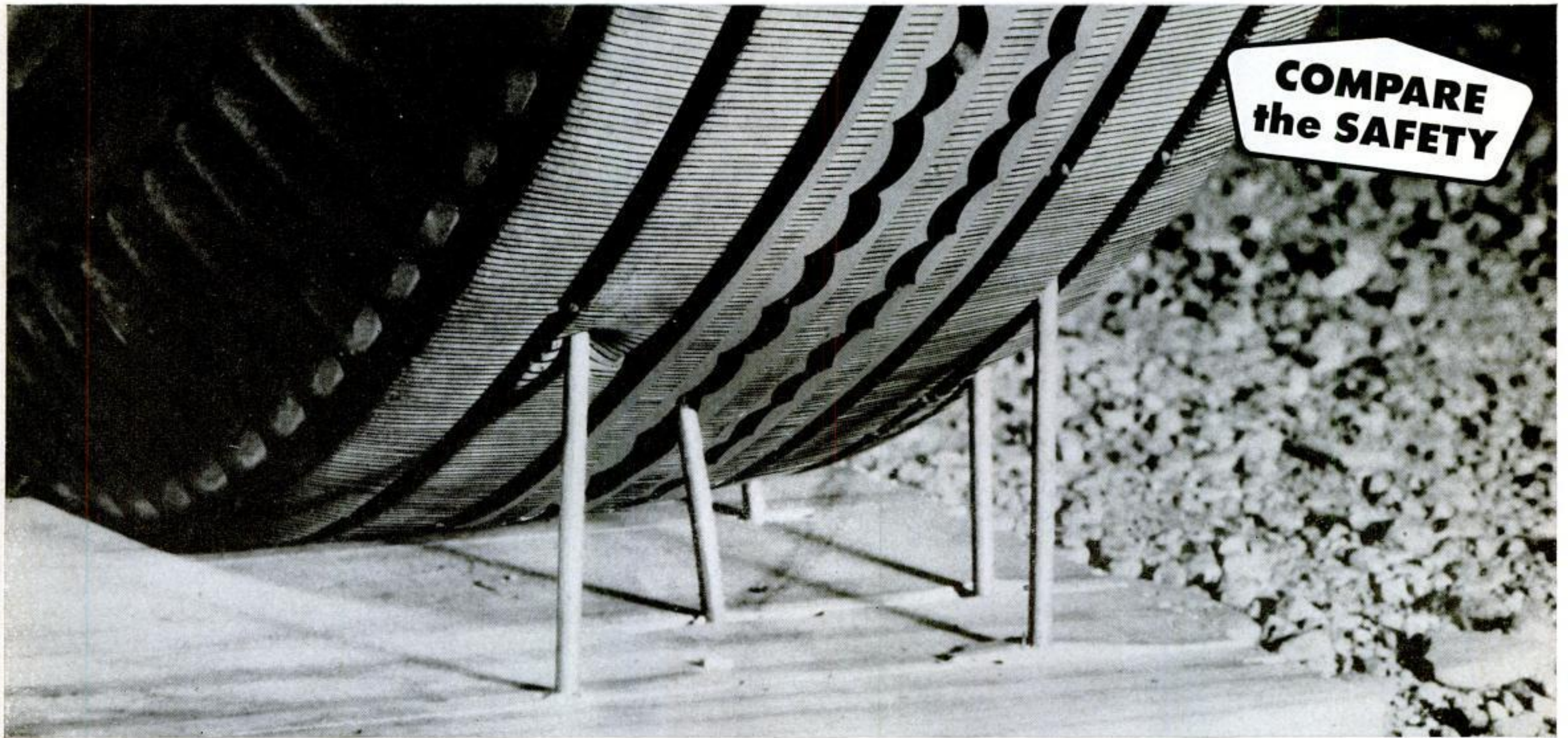
Proved by flavor tests! Youngsters say new Gleem's breezy flavor is swell! So it's easy to get them to use Gleem regularly. And for children, regular after-meal brushing is the only *proven* way to reduce tooth decay. Let Gleem help *your* child fight decay!



ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!

B.F. Goodrich Tubeless Tire

6th ANNIVERSARY SALE



To celebrate 6 years' use and proof of the B. F. Goodrich invention that has revolutionized tire design

B. F. Goodrich Tubeless Tires are fast becoming America's standard tire, as other tire makers try to catch up with B. F. Goodrich Tubeless Tire leadership

For a limited time, 30,000 B. F. Goodrich retailers coast-to-coast are offering big savings on the famous B. F. Goodrich LIFE-SAVER Tubeless Tire.

The LIFE-SAVER has no inner tube. Instead it has a patented liner that changes dangerous bruise blow-outs to safe s-s-slowouts. It has a patented sealant that seals punctures instantly and permanently, with the nail in or out. It has a revolutionary tread with thousands of flexible grip-blocks that take a firm, safe hold on roads slippery with rain, snow or ice, to defy skids.

The savings now being offered are our birthday present to you. It's our way of celebrating a new era of driving safety that began just six years ago, when B. F. Goodrich introduced the first successful Tubeless passenger car tire.

It was in 1947 that we announced B. F. Goodrich had succeeded in doing away with the inner tube, greatest source of tire troubles. Since then 3 million

B. F. Goodrich Tubeless Tires have been sold.

Other tire makers are now undertaking to build tubeless tires, as the whole tire industry tries to catch up with the B. F. Goodrich Tubeless Tire leadership.

Only B. F. Goodrich has 30,000 retailers throughout the country, trained to serve you and backed by 6 years of Tubeless Tire know-how.

They can give you and your family the safety of B. F. Goodrich LIFE-SAVER Tubeless Tires right now—and at a saving. No need to wait for newcomer brands. And LIFE-SAVERS fit your standard wheels. *Buy now*—while the big 6th Anniversary Sale is on. Convenient terms. Find your B. F. Goodrich retailer in the Yellow Pages in the B. F. Goodrich listing under "Tires".

Get *safety*—against punctures, blowouts, skids—at a *saving* with B. F. Goodrich: the pioneer, patented, proved Tubeless Tire!

**SAVINGS on
LIFE-SAVERS**

**COMPARE
the COST**

TRADE 2 Get up to \$846 allowance per tire		Size	List Price per Tire Without Trade-In Plus Tax	Allowance per Recappable Tire	Sale Price per Tire With Trade-In Plus Tax
		6.70-15	\$34.65	\$6.06	\$28.59
		7.10-15	38.45	6.73	31.72
		7.60-15	42.20	7.39	34.81
		8.00-15	46.15	8.08	38.07
		8.20-15	48.35	8.46	39.89
TRADE 4 Get up to \$970 allowance per tire		Size	List Price per Tire Without Trade-In Plus Tax	Allowance per Recappable Tire	Sale Price per Tire With Trade-In Plus Tax
		6.70-15	\$34.65	\$6.93	\$27.72
		7.10-15	38.45	7.69	30.76
		7.60-15	42.20	8.45	33.75
		8.00-15	46.15	9.23	36.92
		8.20-15	48.35	9.70	38.65

COMPARE...You'll buy LIFE-SAVERS®



There are more B. F. Goodrich Tubeless Tires in use than all other makes combined



SACONY'S washable wool jersey shirt wraps neatly around to tie at front. This is 8.95. The patch-pocketed skirt made in dimensional knit that looks like tweed is priced at 12.95.



HORIZONTAL stripings front and back on a Sacony cardigan with sweater-rib sleeves. 8.95 and washable. Skirt taut and slim as a matchstick made in pure wool flannel is 10.95.



LEFT, front view of Sacony shirt and skirt below. Shirt is washable wool jersey, 7.95. Skirt is camel color wool model that wraps toward back and buttons at waistline. Price 12.95.

Latest Sacony prizes for shirt and skirt collectors:

SWEATER-LIKE JERSEY TOPS—SHAPELY SKIRTS



WASHABLE wool jersey shirt by Sacony has sweater-rib yoke, shove-up sleeves, gilt hook and eye fastenings. This is 9.95. Flared wool flannel skirt has princess look, is 12.95.

Whatever the current fad in fashion, a large segment of the U. S. female public goes right on avidly collecting shirts and skirts to assemble and reassemble in infinite combinations. For them the prize catch of the season could be any of these Sacony separates. Made in fine wool jersey with the artful simplicity of imported sweaters, these shirts have several advantages over sweaters: namely, they're no trick to wash, they combine more readily with dressier skirts or evening slacks, and they cost about half as much! To go with their jerseys, Sacony provides a group of imaginatively designed skirts, including a handsome wrap-around model and well-cut princess skirt. Stores throughout the country have both the shirts and skirts in an excellent assortment of colors, or write Sacony, College Point, Long Island, N. Y.

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For the price of a daily shoeshine, **MONY** will send your son to college

...if something happens to you

Let's say you're 30 and your son will be ready for college in 15 years. For 15¢ a day, you can buy a MONY policy that will provide \$4,500 for your son's college expenses . . . if something happens to you.

Or if you prefer, you can choose a different MONY policy, which, for a proportionately higher premium, will pay for your son's education *whether you live or die*.

Why risk your son's chance to make the most of his career when you can guarantee his education through MONY life insurance?

A MONY policy will *make sure* he can count on money for college. And remember—reliable surveys show that, over a lifetime, men who go to college earn twice as much as men who don't!

There's no better company than Mutual Of New York for life insurance, accident and sickness insurance, and retirement plans . . . for individuals and employee groups. Our representatives throughout the United States and in Canada stand ready to help you.

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This One



P29D-D5E-ZW6Y

At Last!

**A NEW SHAMPOO FORMULA THAT MAKES
HAIR SHINY-CLEAN...RINSES OUT QUICKLY
...YET NEVER, NEVER DRIES YOUR HAIR!**

Actual Size of Bottle



The image shows a large, clear plastic bottle of New Woodbury Shampoo on the left. The bottle has a black cap and a label that reads: **new WOODBURY SHAMPOO**, **Introductory Sale**, **\$1.00** SIZE ONLY **59¢**, and **NON-DRYING...leaves hair soft, lustrous. Lathers freely in hard or soft water. Rinses easily.** To the right of the bottle is a black and white photograph of a woman washing her hair with shampoo, with a young girl in the foreground watching her.

New Woodbury Shampoo

FOR BEAUTIFUL HAIR-DOS RIGHT AFTER SHAMPOOING!

And there's an "Introductory Sale" to invite you to try it right now! New Woodbury Shampoo washes your hair perfectly clean and leaves it shiny and pretty. But it will never, *never* dry your hair. Quite a promise, but every word is true. That's because a special ingredient protects each individual hair strand and helps preserve its natural oils. So, even right after shampooing, your hair is soft

and easy to manage. New Woodbury Shampoo lathers abundantly even in hard water, and rinses so thoroughly no special rinse is needed. It's as fine a shampoo as you can buy. But New Woodbury costs much less than any other quality shampoo, because so many people buy it. Right now it's specially priced — the big \$1.00 size for only 59¢. Try it, and see how happy a Woodbury Shampoo can make you!

Bring on your tough days— I'm up on my toes!



It's great to awaken so rested, so recharged with vital energy, that you feel you can lick the world! If that hasn't happened to you lately, it's time to consider the super-slumberful features of the famous AIRFOAM-ENGLANDER combination. Goodyear, Airfoam Dept., Akron 16, Ohio.



COMPLETE COMFORT—Over half a million air cushions to each cubic inch of AIRFOAM cradle every contour, support body-hollows, relax you completely.



A BOON TO ALLERGY SUFFERERS—AIRFOAM doesn't develop dust, lint or fluff—or excite the common allergies. It promotes many hours of deep, healthful slumber.

THE SLEEP THAT'S THREE LAYERS DEEP—the sleepful advantages of AIRFOAM (1) are enhanced by the famous ENGLANDER RED-LINE FOUNDATION with a yielding upper spring layer (2) and a staunch lower spring layer (3).



ALL-OVER SUPPORT—Supporting AIRFOAM columns vary in width, give greatest support where most needed, literally float you off to sleep.



NEVER NEEDS TURNING—for AIRFOAM breathes with your every motion, keeps itself cool, fresh and sweet, plumps itself up when you rise!



LONGEST LASTING—for the AIRFOAM mattress is scientifically molded all in one piece. There is simply nothing in it to sag, snag or break down!

MATTRESS of Goodyear's luxurious AIRFOAM.....\$79.75
ENGLANDER Red-Line Foundation.....\$69.75
Prices subject to change without notice.

Airfoam—T. M. The Goodyear Tire & Rubber Company, Akron, Ohio Red-Line—T.M. The Englander Company, Inc., Chicago

GOOD NEWS FOR HOME CANNERS!



Kerr
LIDS GIVE 22% GREATER
SEALING SURFACE!

Jar after jar after jar...perfectly sealed!

ONLY KERR lids have the amazing cushion-like gray sealing composition. The sealing surface actually expands 22% to grip not only the top of the jar but the inside and outside edge as well.

ONLY KERR lids have the golden finish, developed exclusively for

home canning. This gives you extra protection...extra resistance to food acids.

AND KERR lids are so easy to test... you can *hear, see, or feel* the seal. Don't settle for anything less than the 22% greater sealing surface that Kerr gives you.

Buy Kerr jars, caps, and lids today.



Use
Kerr jars
for
freezing,
too!

"SELF SEALING"
BRAND
TRADEMARK REG.
U.S. PAT. OFF.



Seal it tighter by far...with a KERR lid and jar!

LETTERS TO THE EDITORS

SEAN O'CASEY'S WORLD

Sirs:

The photographs of Sean O'Casey ("The World of Sean O'Casey," *LIFE*, July 26) are extraordinarily good, for they carry the essence of O'Casey's great plays. I take off my bonnet to Gjon Mili; he is a fine artist and a great photographer.

J. J. LANKES

Durham, N.C.

Sirs:

LIFE came sailing in to me yesterday morning, and, of course, the whole family here rustled it and read it and enjoyed it. I am sending it on to our younger lad who's away a gunner in the Royal Artillery; so all my sons and my daughter, ay, and wife, too, will know more than they knew before about the odd *LIFE* that is called "O'Casey."

Indeed, I know more now myself about myself, for the words and the pictures brought back vividly to me things, persons, and scenes that had faded, some even that had been forgotten. How the scenes have shifted, how the scenes have changed! The nearest remembrance to me was the shaded path through the woods of Coole. Many and many a time have I walked through this avenue of towering trees; sometimes alone, sometimes with Lady Gregory beside me, a broad-bladed spear in her hand to stab down the thistles. And some of them took some stabbing. I've seen her charging ones which were eight or nine feet high, powerful and menacing plants, speary and thrusting their points towards the face and breast; but the old lady stabbed till the enemy fell.

SEAN O'CASEY

Torquay, Devon
England



• The above portrait of Ireland's famous literary patroness Lady Augusta Gregory was painted by Antonio Mancini and hangs in the Dublin Municipal Art Gallery. George Bernard Shaw made this photographic copy and gave it to O'Casey.—ED.

Sirs:

What a strange world we are living in! Twenty years ago we could partake of the beauty of Sean O'Casey's stirring dramas, enjoy his subtle humor and feel his pathos. Broadway produced *Within the Gates* and we can recall the unforgettable performance of Lillian Gish. The Abbey Theatre Players arrived and O'Casey's *Juno and the Paycock* was cheered. Hollywood discovered Barry Fitzgerald and Sara Allgood because of *Juno*.

The article was excellent and the photographs were fine. Could it be too much to hope that Broadway now will take courage and produce Mr. O'Casey's great play *Cock-a-Doodle Dandy*, which they have been considering doing for some years past?

ISABEL W. MCNEELY

New York, N.Y.



"JUNO'S" ALLGOOD, FITZGERALD

KINDERLIFT

Sirs:

Your U.S. Air Force in its Kinderlift in Berlin ("Kinderlift, an Act of Kindness," *LIFE*, July 26) did one of the things that keep this world going. It was wonderful but not more than I expected from my long association with you Yankees!

GERALD O'GRADY

Winnipeg, Man., Canada

Sirs:

Maybe next year we can increase taxes so that poor "mothe an grandmother" won't be left at home by the Kinderlift. Let's not be cheap about the whole thing.

...It's a typical American gesture. I just wonder if the response isn't—"thanks—sucker!"

DOROTHY H. ROBERTSON

Berkeley, Calif.

BUILDERS' 'WINDFALLS'

Sirs:

In reference to your article ("Builders Reap 'Windfalls,'" *LIFE*, July 26)—as a Levitt homeowner, I would like to say that we consider ourselves not victimized but fortunate!

Our feelings toward Levitt are still strong—they are admiration and gratitude.

MARILYN GERSHENOW

Levittown, Pa.

CONTINUED ON PAGE 9

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Setting for Love... painted for the De Beers Collection by Charles Rain

Love story -

Of hopeful waiting and joyous greetings, of children's smiles and tears, of life grown rich with love and understanding, an engagement diamond sweetly speaks. In its pageantry of lovely lights, it recounts each dear detail of your love story, for you... and those who come after... as long as there's a world.

1/4 carat (25 points) \$90 to \$185

1/2 carat (50 points) \$225 to \$420

1 carat (100 points) \$525 to \$1170

2 carats (200 points) \$1440 to \$3165



In April, 1954, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

Your engagement diamond need not be costly, or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to a diamond's beauty and value. A trusted jeweler will help you find a stone of fitting size and quality and style for what you wish to spend. Divided payments can usually be arranged.

a diamond is forever

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NEW! Boosts Engine Power up to 25%*

over results with conventional premium gasoline!

Mobilgas SPECIAL

The Only Gasoline

DOUBLE POWERED

WITH

1 Mobil Power Compound
most powerful combination of chemical additives ever
put into any gasoline to correct engine troubles . . .

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for greatest knock-free power—result of the world's
most advanced refining developments!

Now—New Mobilgas SPECIAL—brings new benefits to every motorist:

Boosts power up to 25%—improves every car's performance!

Checks pre-ignition ping. Amazing additive, RT 125, quells and controls glowing particles responsible for this trouble.

Corrects spark plug misfiring due to injurious combustion deposits . . . increases life of spark plugs up to three times.

Controls stalling due to icing of the carburetor—thanks to GLYMONATE, unique de-icing additive developed by Socony-Vacuum.

Combats gum which causes automatic chokes and other parts to stick. New additive, RT 200, reduces engine-formed gum—cuts waste of fuel.

Combining top octane and Mobil Power Compound—New Mobilgas SPECIAL gives the greatest engine protection ever offered in any gas.

* Laboratory controlled tests in car engines showed increases in engine power output up to 25% when using New Mobilgas SPECIAL as compared to conventional premium gasoline.

*—There's a Tune-Up
in Every Tankful—*

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LETTERS TO THE EDITORS CONTINUED

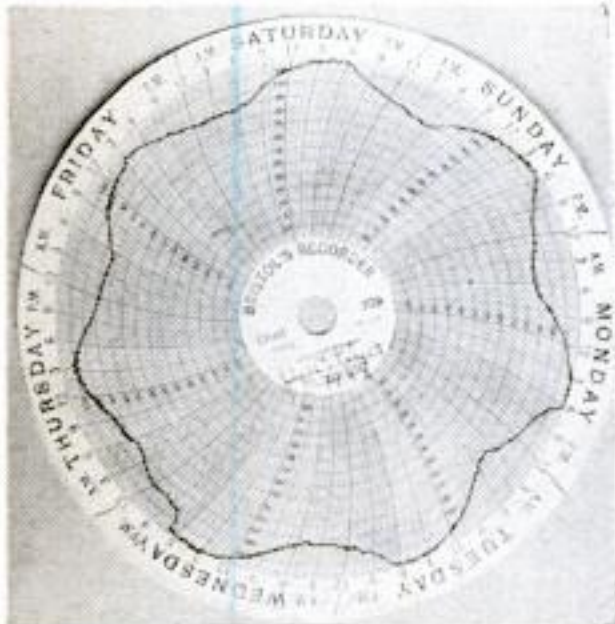
OVERHEATED MIDWEST

Sirs:

You say it was hot in Emporia, Kan. ("Overheated Midwest Blisters and Bakes," LIFE, July 26). We residents of Pittsburg, Kan. feel that the honor of having the highest temperature in the area, dubious as the honor may be, should not be taken from us.

RALEIGH H. MORGON

Pittsburg, Kan.



● Pittsburg was so hot that on July 14, when its temperature climbed to 124°, the recording pen went clear off the official temperature chart, which only goes to 120° (above).—ED.

MOON'S SHADOW

Sirs:

... The picture of the sun's corona ("Moon's Shadow Aids Research," LIFE, July 26) that you describe as a "large Baily's Bead" is not a Baily's Bead but the diamond-ring effect.

JOHN LORCH

Bettendorf, Iowa

● On the difference between a Baily's Bead and a diamond-ring effect, most astronomers agree that the entire corona—the sun's halo, visible only during a solar eclipse—is the ring. Baily's Bead is the diamond in the ring.—ED.

EDITORIAL

Sirs:

Mr. Woltman is guilty of the same unfair, un-American methods that Mr. McCarthy has been accused of ("An Expert Rating of McCarthy," LIFE, July 26). What proof has Mr. Woltman that Mr. McCarthy is "a boon to the Communists" or that "the Communists and the anti-anti-Communists are delighted"? Has Mr.

Woltman access to people behind the iron curtain and how they feel toward McCarthy? Mr. Woltman makes these statements as facts when they are merely based upon his conclusions. If the anti-McCarthy propaganda was inspired by the Communists a more thorough job could not have been done.

FRANK W. YODER

Albuquerque, N. Mex.

LAWYER'S AFTERTHOUGHTS

Sirs:

You are to be congratulated on your selection of Joseph Welch ("The Lawyer's Afterthoughts," LIFE, July 26) for your cover. His face embodies the deepest understanding of the frailties of human beings, tolerance of all that can be tolerated, pity for such as are beneath tolerance. . . .

MRS. ALDEN D. GROFF

Princeton, N.J.

Sirs:

... A good cobweb-chaser for the minds left murky by the late Army-McCarthy hearings!

LOUISE C. BLAIR

Beaumaris, Ont., Canada

Sirs:

It is exactly what one would expect from him after viewing his sanctimonious, hypocritical antics all during the hearings . . . the Uriah Heep manner and facile, easily produced crocodile tears. . . .

F. R. WOOD

Enola, Pa.

ARTIST'S LAST SKETCHES

Sirs:

As a student of Reginald Marsh, at the Art Students League this summer, I appreciated greatly your tribute to New York's great interpreter ("Last Sketches of an Artist," LIFE, July 26).

I feel singularly fortunate in having made this sketch of Marsh in class, a few days before the regrettable event.

VICTOR DORAY

Montreal, Que., Canada



DORAY'S MARSH

BUDDING BATONEERS

Sirs:

Miserere! A conductor who is in real command of his orchestra *never* needs to crouch in order to signal for a pianissimo or for any other effect ("Class of Budding Batoneers," LIFE, July 26). If he is preparing to jump into the tuba there is a reason for the crouch. Who ever saw Toscanini, Monteux and Ormandy make themselves so ridiculous?

PAUL BENNYHOFF

Southwest Harbor, Maine

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Change to Bactine . . .
the first aid treatment children like
MADE BY THE MAKERS OF ALKA-SELTZER

LASTING GERM KILLING ACTION

Actual photograph through microscope showing colonies of



staphylococcus aureus germs (gray area). Clear space (arrow) is field where BACTINE was applied. The lasting germ killing action of BACTINE has kept area free of these infection-causing germs for 48 hours.



At all Drug Stores... 3 convenient sizes

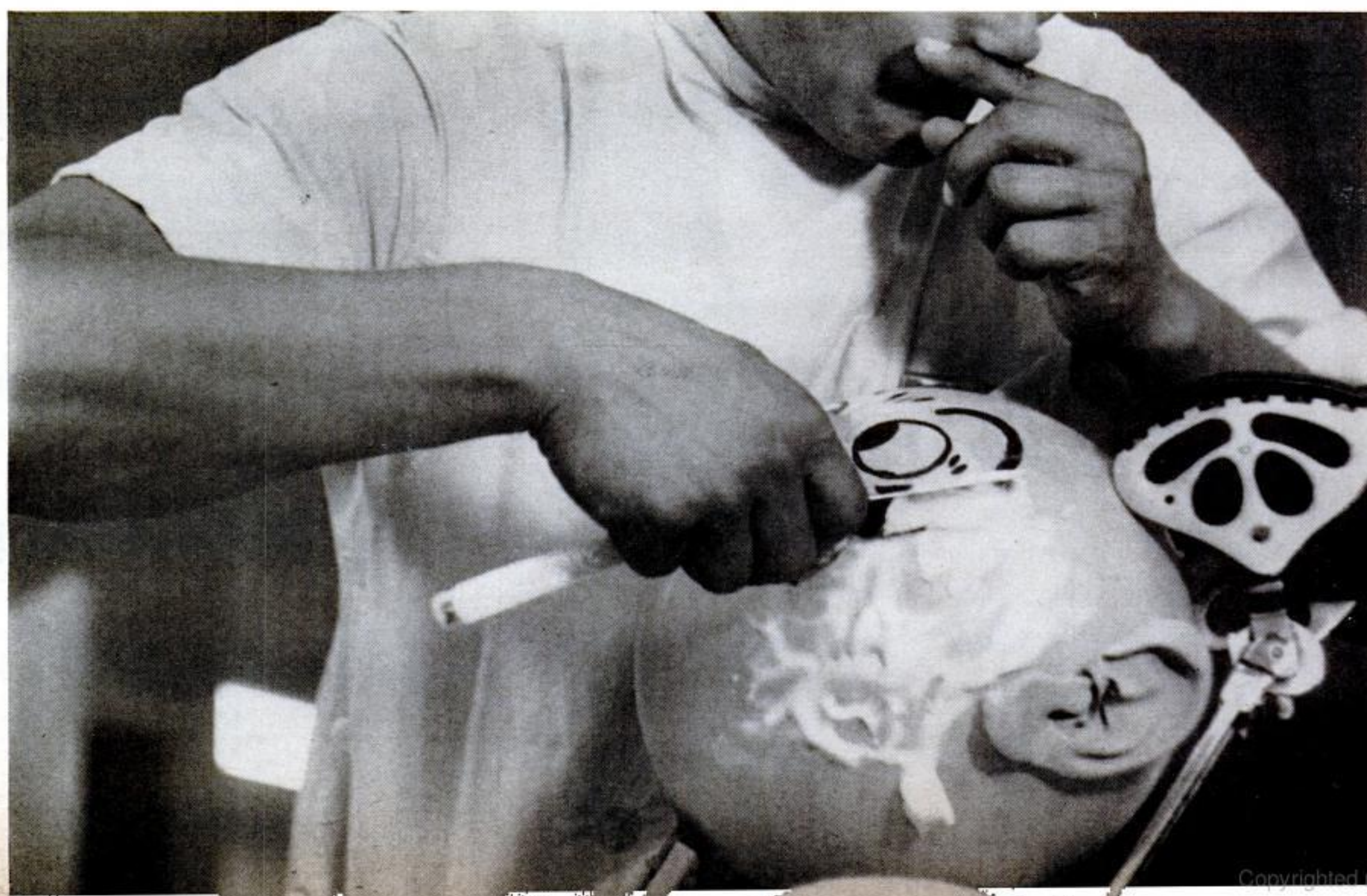
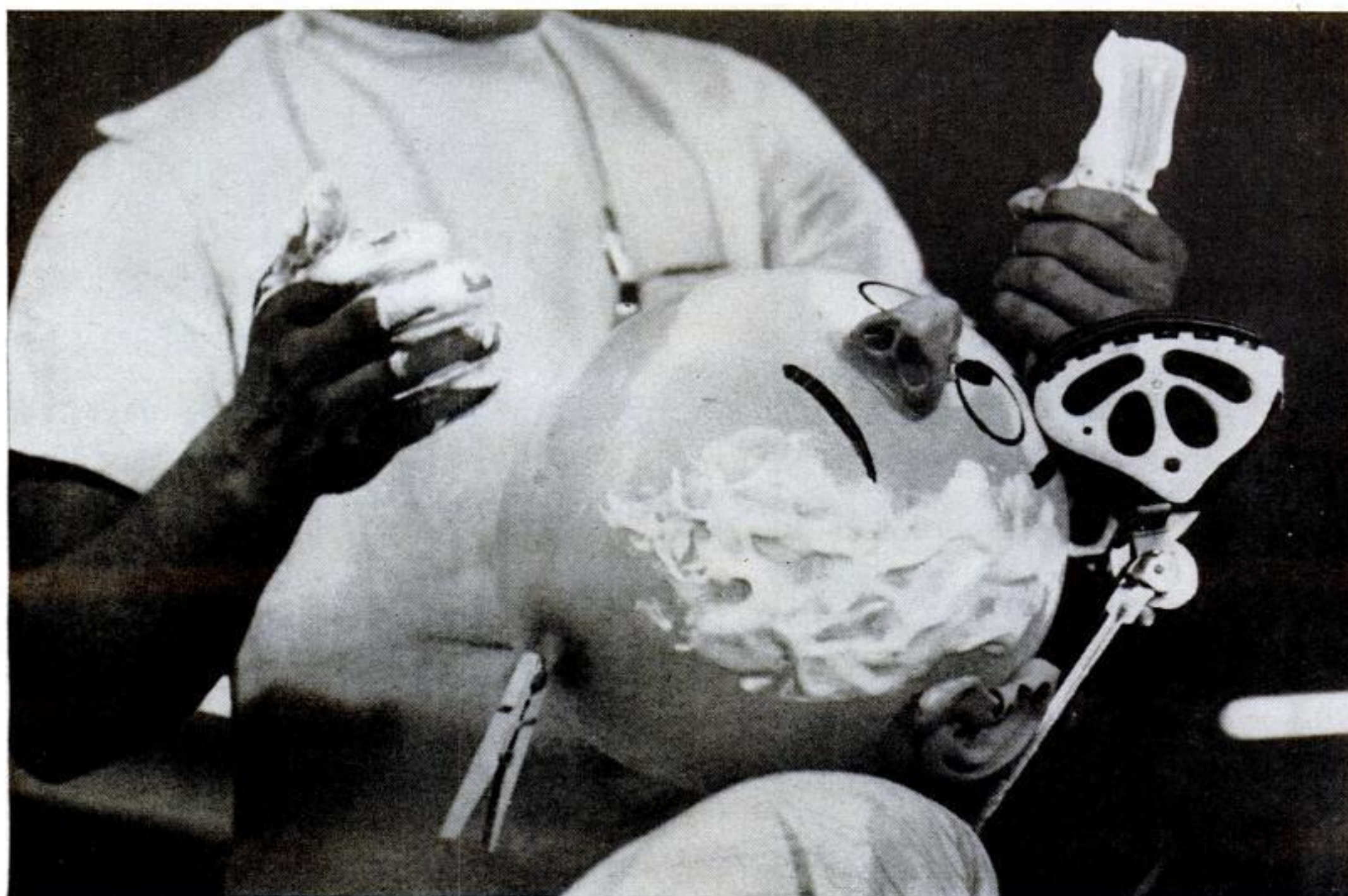
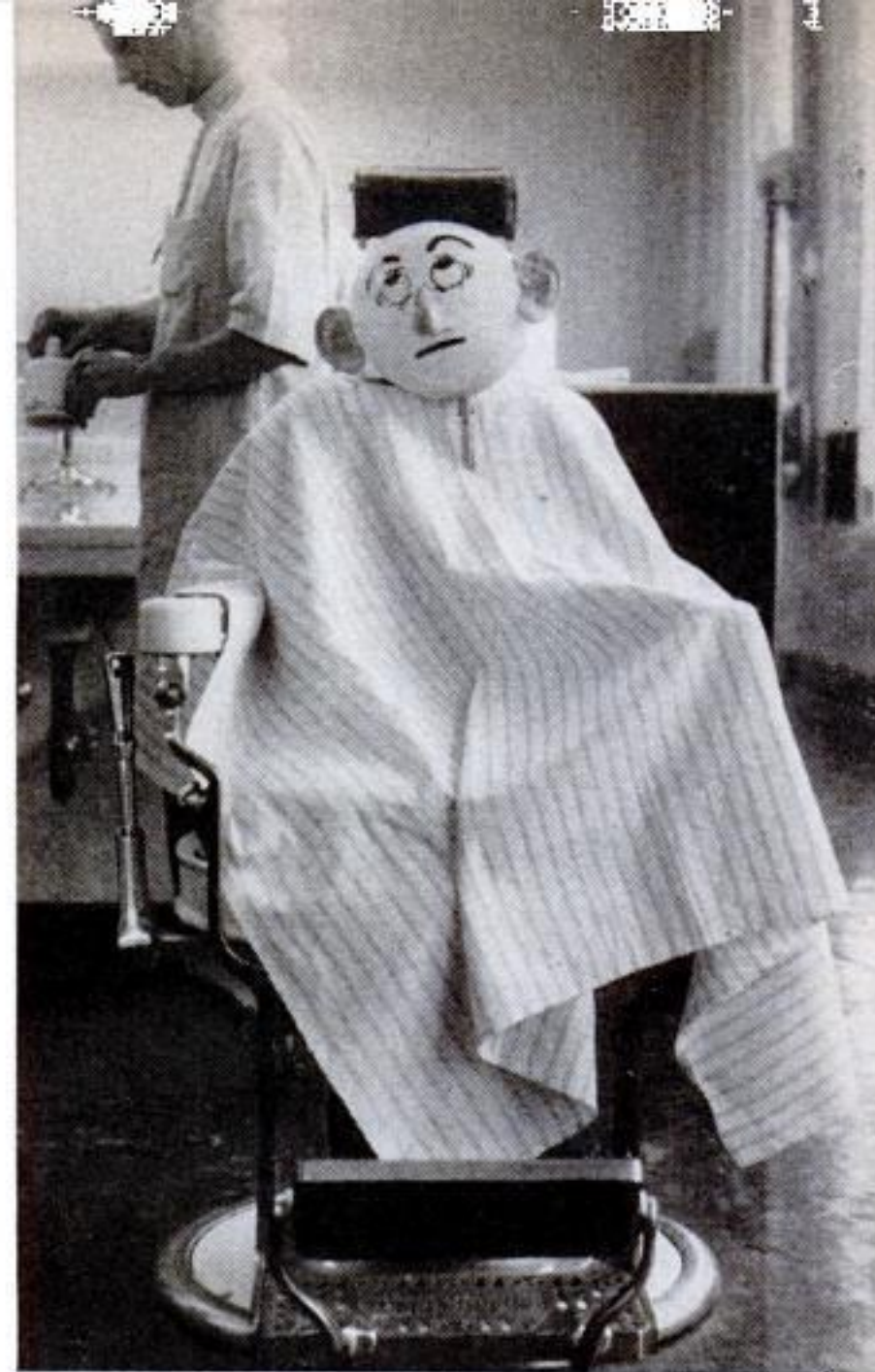
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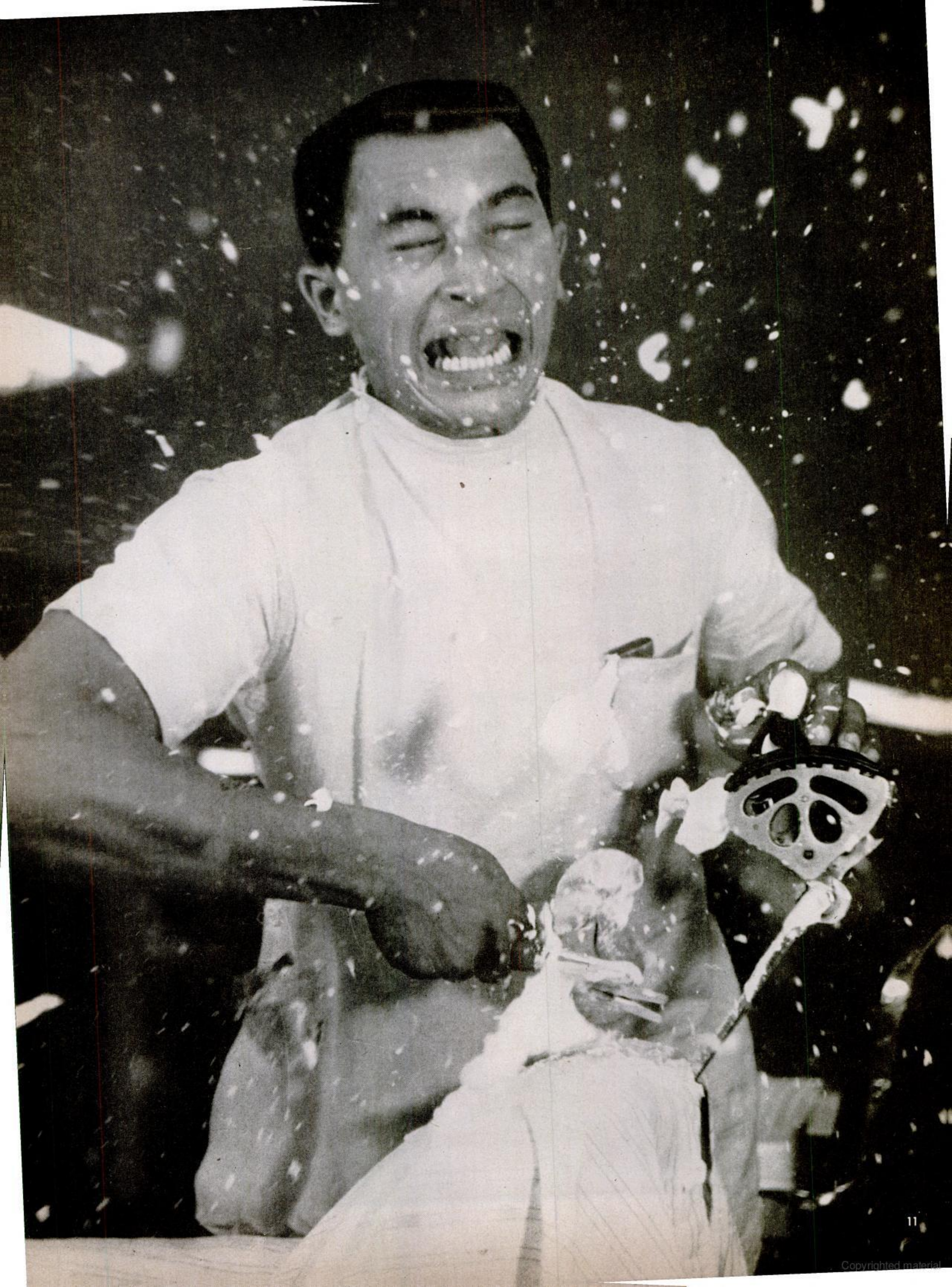
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SPEAKING OF PICTURES . . .

Painted balloons help student barbers learn to shave

At the American Barber College in Los Angeles, beginning students learn to shave the hard way. Before they are allowed to try their skill on human volunteers, they practice on rubber balloons which are painted to resemble human heads and tied to chairs (*right*). Applying lather to a balloon (*below*) and then shaving it off, a student soon learns the importance of a steady hand. As demonstrated by student William Delasantos, a slip brought on by a sneeze (*bottom*) can abruptly turn into a showering failure (*opposite page*). After such explosive make-believe, the students find real shaves a cinch.







Jackets & Jeans
by Blue Ridge Mfrs. Inc.
Jackets \$2.79, Jeans \$2.79



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All Styles \$1.99



Sweat Shirts & Cowboy Shirts
by Norwich Mills Inc.
Cowboy Shirts \$1.19
Sweat Shirts \$1.00



Boots & Moccasins
by Tex Tan of Yoakum
Boots \$7.95 up, Moccasins \$3.79



Back to School with ROY ROGERS Guaranteed Products

On time and well fed, with a Roy Rogers lunch kit and a dependable Roy Rogers watch! Or choose any of the basic Roy Rogers merchandise illustrated on this page and send your youngster schoolward in a happy frame of mind this year.

A Brand New Larger Model ROY ROGERS SCHOOL LUNCH KIT with "Thermos" brand vacuum bottle by American Thermos Bottle Co.

America's "most-wanted" lunch kit. Holds just the right amount for a nourishing lunch. "Thermos" brand vacuum bottle keeps liquids piping hot, or icy cold, for hours. Colorful new design has spot for your own personal brand and comes complete with decals to make your branding easy.

Complete with 1/2 pint bottle.....\$2.89



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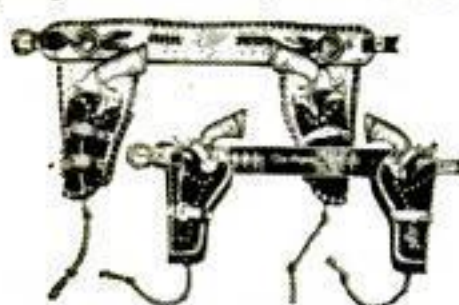
Watches, from \$4.95 Clocks, \$3.95
plus federal tax



Roy Rogers Hats
by Sackman Bros.
Ass'd colors \$1.98



Frontier Shirts
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Long sleeve \$2.95, Short \$1.95



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Roy Rogers "Shootin' Irons"
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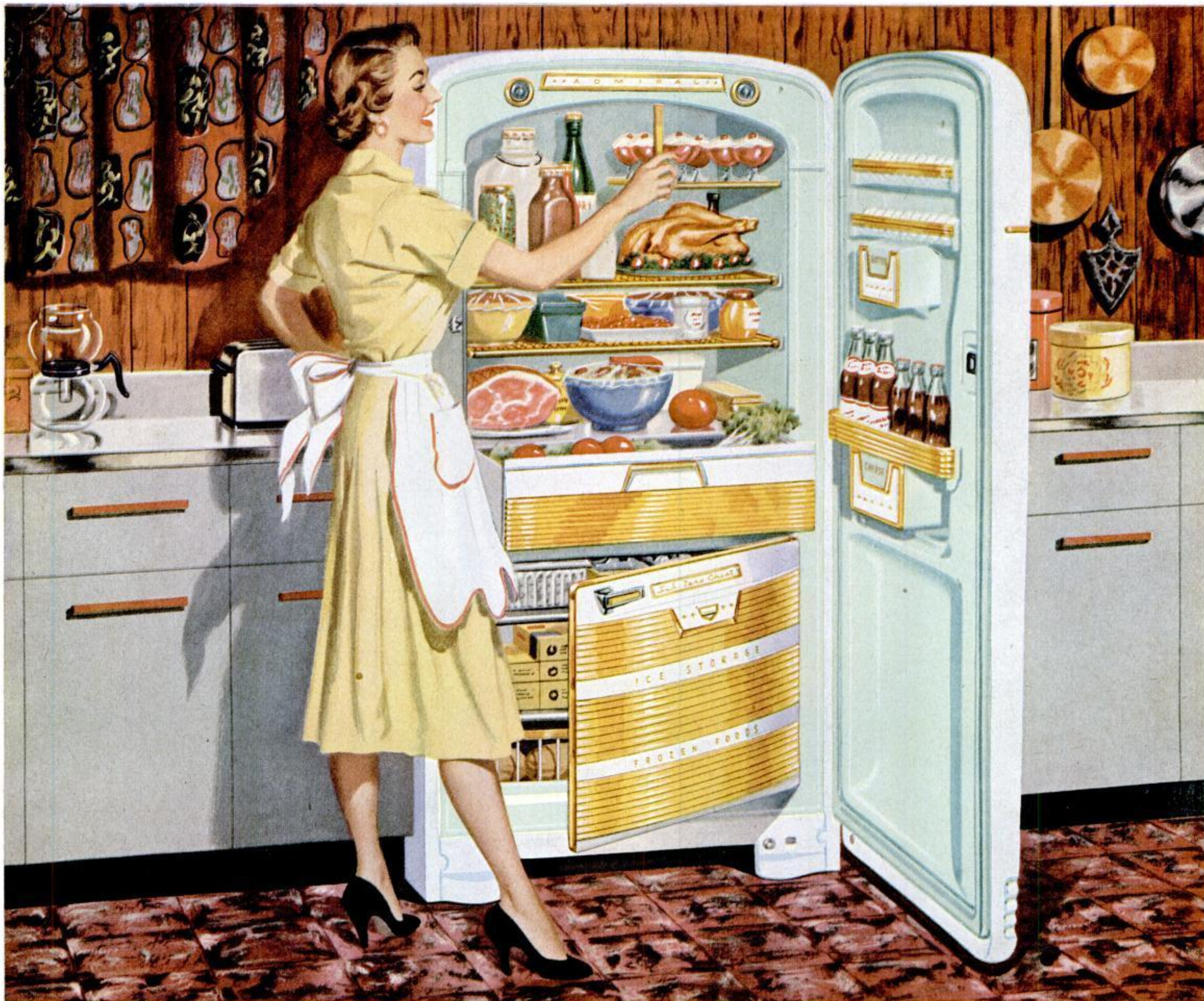


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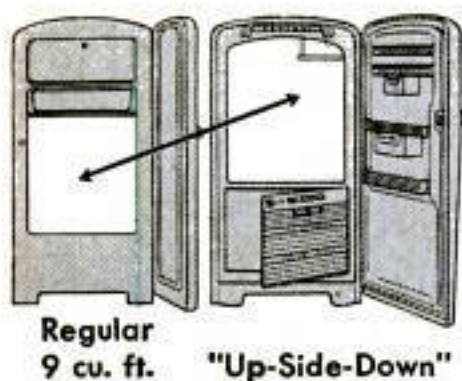
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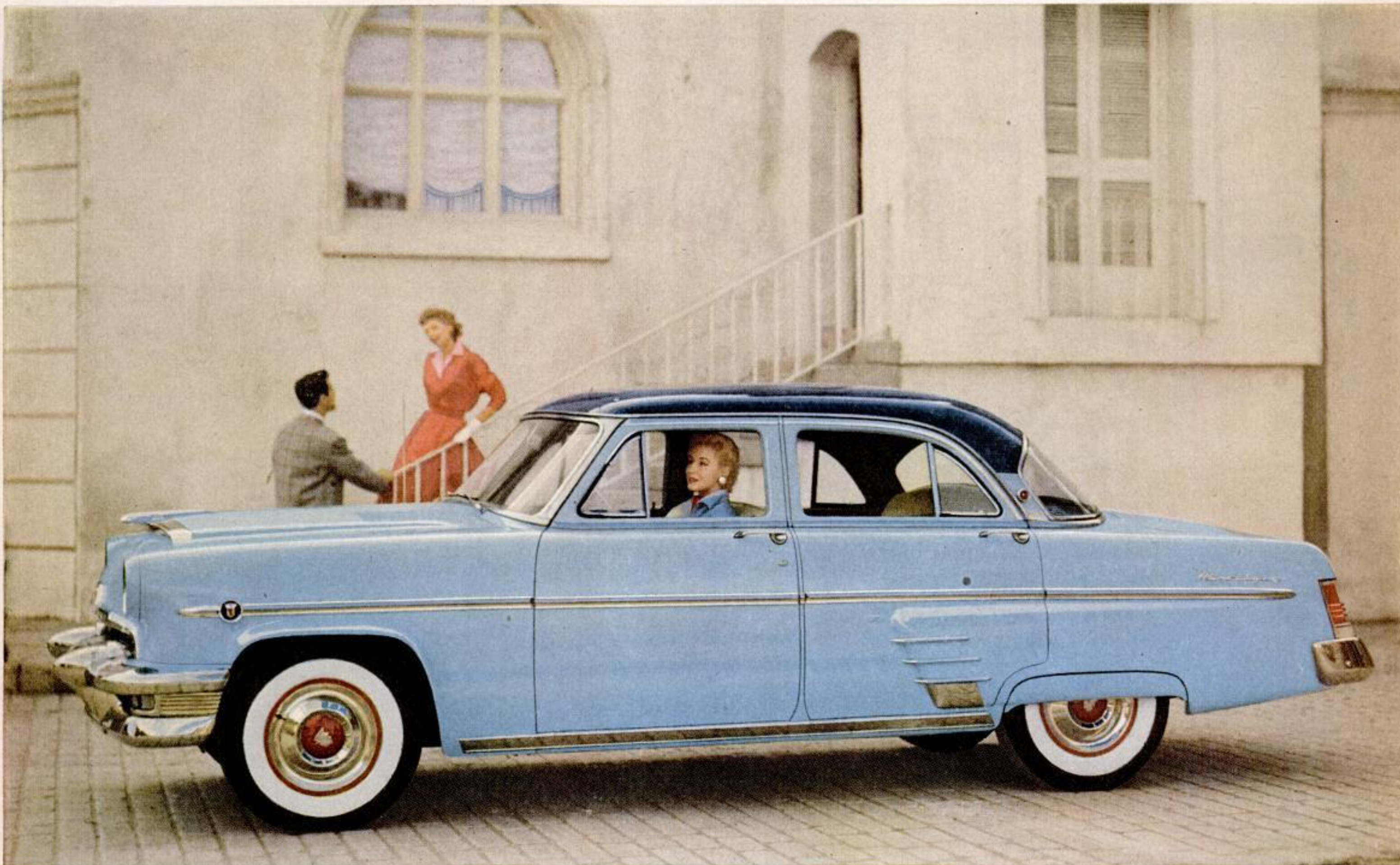
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SUSPENSEFUL MOMENTS FOR BARBER IN LOS ANGELES, PHOTOGRAPHER HAAS IN AFRICA, YOUTHFUL BASS DIVER IN HOUSTON

TODAY'S SUSPENSE IS TOMORROW'S SURPRISE

On pages 88-90 of this week's LIFE appears an account in words and pictures of the latest movie thriller made by Alfred Hitchcock, an old master of suspense and surprise. But suspense and surprise are not confined to the movies—they are inseparable elements of the real-life events which, with occasional detours into the make-believe world of show business, make up an issue of LIFE.

This week, for example, given the combination (*p. 10 and above*) of a sharp razor, a lathered balloon and a ticklish nose, what will happen? On page 112 the element of suspense inherent in the question, "What happens when you mix an angry cow with a timid cow-fighter?" is superseded by the element of surprise. And there is obvious suspense ("Will he catch that fish?") in our party on pages 108-110.

Reporting on Africa has become so standardized that it's hardly worth a raised eyebrow when the reporter runs across Dr. Livingstone, Trader Horn or a lion at his breakfast table. The surprise this week is Ernst Haas's discovery (*pp. 52-60*)

of an incomparably lovely and tranquil Africa, seen and photographed as only Haas could do it.

While the rest of this week's LIFE was going to press, considerable suspense—and a few surprises—was a-building in Vancouver, B.C., where the British Empire Games were in progress. Wired Sports Writer Dave Zeitlin, "Our task force was amazed to see how the Empire rallied 24 nations to its affair, startled when a man from Kenya ran the three-mile race barefoot and other athletes stripped off fezzes and turbans just before their events. We were surprised with the results of a brand-new camera that shoots 20 frames a second—and Photographer Ralph Morse was the subject of a newspaper story when reporters learned he would leave the stadium by helicopter. . . ."

The main event, of course, and one that suspense-master Hitchcock could be jealous of, was the contest between mile recordholder John Landy of Australia and England's Roger Bannister. For pictures of what happened, see pages 17-21.

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They typed their way to extra money

(or why students should take a rugged Royal back to school)

SHE WAS A FRESHMAN in a smartly dressed women's college in New England and wanted extra skirts and suits.

So—she taught herself typing and during summers worked in the business department of a large New York City newspaper.

The \$40.50 a week which she earned gave her the well-groomed college look she liked.

Types himself out of dishwashing

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A recent graduate of a famous Virginia university used his typing ability in the Army to help get the job of regimental intelligence sergeant. The \$60-a-month increase allowed him to take a trip to Spain after his hitch.

A girl from New Jersey worked as secretary to her economics professor in a Pennsylvania college, typing examinations and other papers at 50 cents an hour. The added average income of \$5 per week took her to the movies and football games.

Scores make Portable bring in money

In schools and colleges everywhere, scores and scores of bright young people are typing their way to extra money and you can do it, too, with a

Royal Portable. You can make enough money to pay for your Royal Portable in a short time.

And what a typewriter you get! It's got every feature needed for *speedy* typing. Every feature needed for *easy* typing! Every feature needed for *expert-looking* typing! And you can teach yourself touch typing in a very short time!

Your marks will go up, too, because spelling improves. Neatness improves. You'll write clearer, sharper sentences. Your themes will be better thought out. Surveys by educators prove these facts.

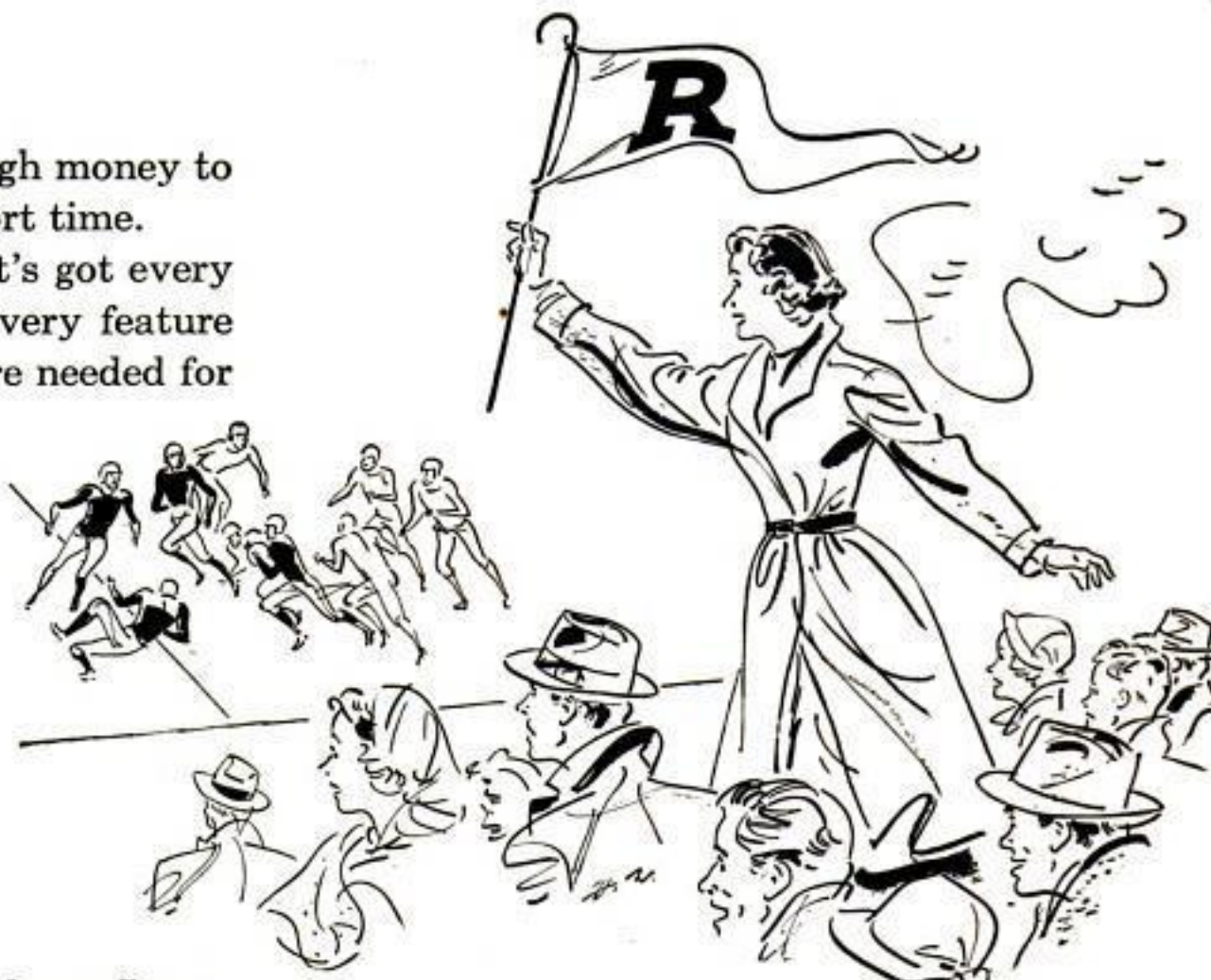
You'll wear out ten tennis rackets first

What's more, you'll wear out ten tennis rackets before you wear out a rugged Royal Portable.

How do you know this? Well, a stock model rugged Royal was put on the testing block in Hoboken, N. J., and run for 2000 hours,* 24 hours a day, at the high speed of 100 words a minute.

Do you know how long that is? It would take you 96 years to equal this amount of typing, if you typed a 400-word letter every day, including holidays, Sundays excepted. But who'd want to live that long?

We do not know of any other portable which has



gone through such a grueling test. Or ever offered such proof of ruggedness and dependability. Think what this typewriter can be worth to you in extra money! And then decide that rugged Royal is the typewriter for you!

FREE BOOKLET!

FREE! Go to your Royal Portable dealer and get the free booklet called "How to Type Your Way to Extra Money."

See the new Royal Portable. The trade-ins are liberal. The down payment is only \$9.95 and the balance over 18 months. Go to your Royal Portable dealer today.



Does more for you... does it better, because of these 9 amazing features!

"Magic" Margin • Speed Selector • Uniform Scales • Line Finder • Visible Touch-Set Tab Stops • Push Button Top • "Touch Control" Line Meter • Fiberglass Case

the new rugged **ROYAL** portable { the typewriter of a lifetime
for a lifetime

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*Test Number E-6998, Oct. 14, 1953



GREATEST MILE RACE IN HISTORY

In the history of Man, the pudgy short-winded old lump, only two runners have done a mile in less than four minutes. When England's Roger Bannister ran it in 3:59.4 last May 6, sportswriters thought his record might endure for years. It lasted six weeks; on June 21 Australia's John Landy did it in 3:58 flat. From that instant, a race between Bannister and Landy loomed as the greatest individual contest of the 20th Century.

Last week at the British Empire Games in Vancouver, B.C., the two great runners met. There were many other events and much spectacle, as there always is when English voices call again the fantastic roll of Empire. There were swarms of timekeepers (*right*) to average out the ultimate tick and there were six other tough milers to run in the field. But of course it became a two-man race soon after the starting gun

(*left*) and it was an absolutely magnificent effort, as pictures on pages 18 through 21 show. The bodies and spirits of men have rarely if ever surpassed it. Valiant spirits and strong bodies do not always win, as the ordeal of Marathon Runner James Peters (*pp. 24, 25*) sadly shows; but sometimes they do, and it is then that Man, drowning in flesh, creeping along the ground and gulping air, may yet be proud of what he is.

MAN WITH A COLD, RUNNING IN FIFTH PLACE



CASE OF SNIFFLES plagued Bannister for a week before the race, an ailment which would have worried most runners but dismayed him not at all.



CHOOSING TO FOLLOW rather than set the pace, Bannister runs fifth as the field approaches last turn of the first quarter. Then he began to draw

up and close in on the leader, passing the three men in front of him and settling down into the position which fitted in with his tactical scheme (right).

TURNING INTO STRETCH, BANNISTER'S MOVE



BIDING HIS TIME, Bannister, who knew that Landy expected him to make his usual attempt to take the lead on the backstretch, is content to stay close.



PUTTING ON STEAM, Bannister starts his kick on turn into stretch. Landy said later that he looked around (right) but saw no one and next thing he knew Bannister was passing him.



THE MILE RECORD HOLDER AS A PACEMAKER



ACCORDING TO PLAN, Bannister deliberately used Landy as a pacemaker while the latter had no choice but to fall in with his strategy. Landy knew that his only chance lay in forcing such a fast pace that he would somehow take the drive

out of Bannister's finishing kick. In the middle of the backstretch on the second lap (*left*) and again in the third (*center*) Bannister was holding his own while at the start of last lap (*right*) he pulled himself up smoothly to Landy's heels.



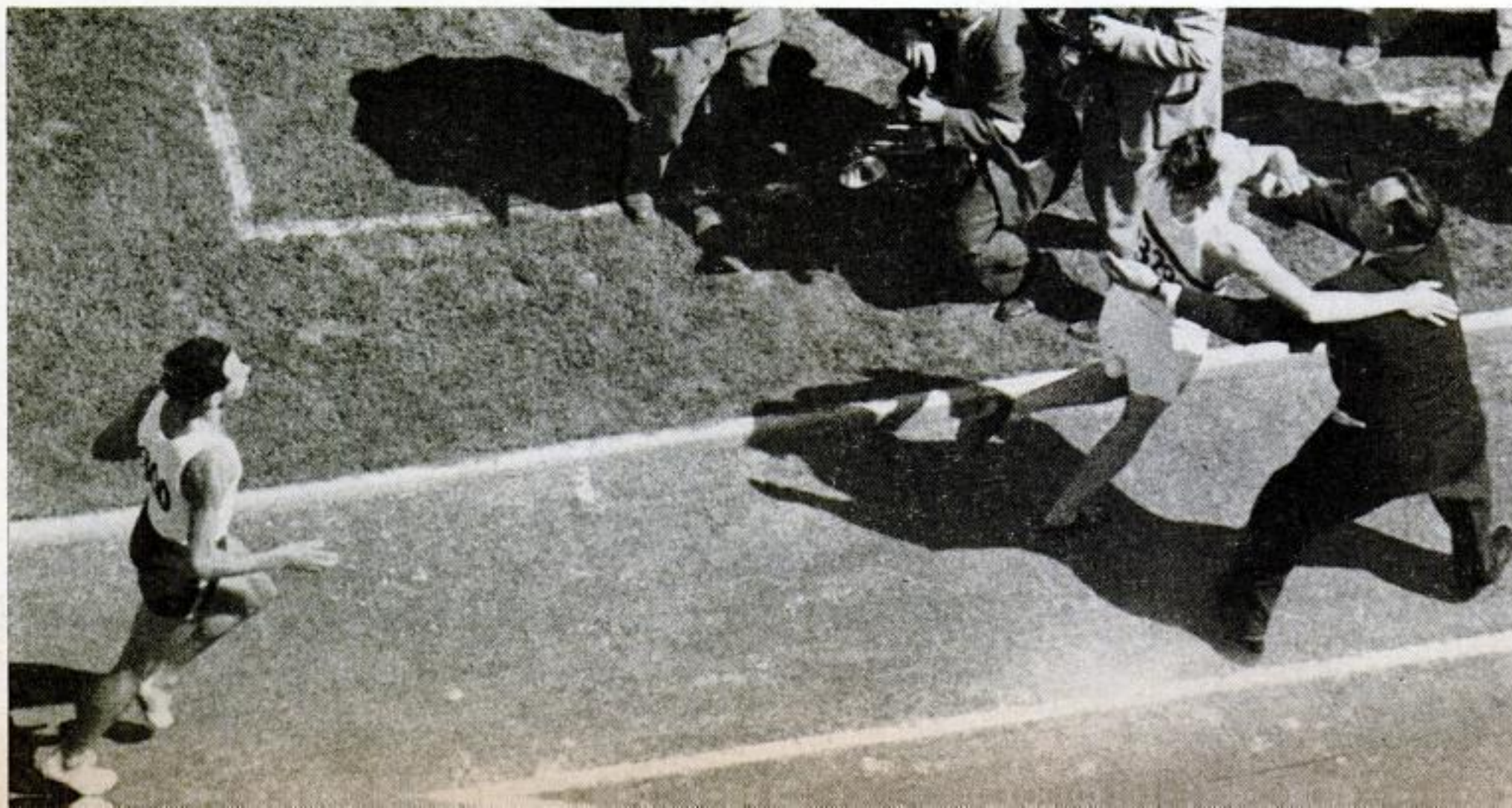
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BANNISTER'S POWER sweeps him in enormous smooth strides beyond the dogged Landy, who never slowed down but simply could not make his legs move fast enough. When he crossed the finish line in 3:58.8 and collapsed into the

arms of the British team's manager Leslie Truelove, Bannister had opened up a full six yards on Landy, who took another eight-tenths of a second to travel the distance and finished in 3:59.6. (En route, both incidentally broke the recognized

A FEW YARDS PAST THE FINISH, BANNISTER STAGGERS AND THEN IS LIFTED INTO THE ARMS OF TRUELOVE WHO HAD POSTED HIMSELF THERE TO CATCH HIM.

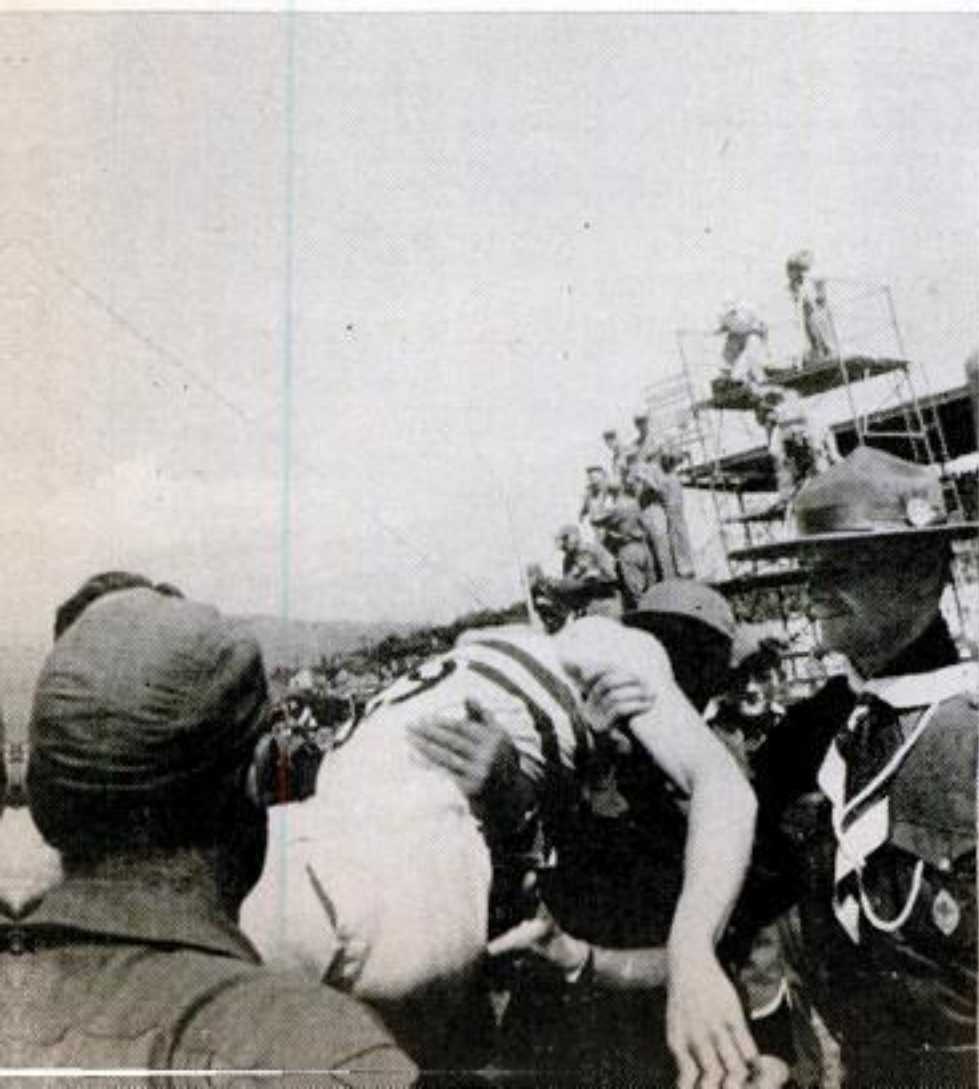




world's record for 1,500 meters, but their times were not as fast as Landy's still pending record of 3:41.8, set during his 3:58 mile.) Bannister's famous collapses, like the one below, are the result of extremely precise budgeting of energy—he

delivers his final kick at full throttle, then runs completely out of gas just as he hits the tape. His cold did not appear to bother him during the race and he remarked afterward, "If *that* [the mile] didn't sweat it out, I don't know what will."

AFTER COMPLETE BUT BRIEF COLLAPSE AND SOME FAST NOSE-BLOWING, HE RECOVERS AND GETS COOLED OFF BY JOGGING AROUND THE INFIELD WITH LANDY





GAME GUEST NO. 1 WAS THE DUKE OF EDINBURGH

Mile of the Century CONTINUED



CURVED PANORAMIC PHOTO SHOWS TEAMS FROM 24 PARTS OF THE EMPIRE AT OPENING CEREMONY. IN

AN ASSORTMENT OF EYE CATCHERS

The spectators in Empire Stadium came not merely to watch the great mile. They came to applaud the barefooted Kenyan and the turbaned Sikh and the New Zealander in zippered flannels, also the weight-lifters and pole vaulters and lawn bowlers. The top athletes and the big teams drew heavy applause, but none got more than the little eight-member squad from the Fijis. Inevitably there were a few Colonel Blimps who pronounced it "Empah" and who thought the falling-down tactics of a Canadian fencer, Carl Schwende (*right*), were not cricket. But the games demonstrated an obvious hardihood and zest that made it quite plain that J. Bull & Co. was scarcely ready for the glue factory and will give the rest of the world a real battle in the next Olympics. Prominent among the rising athletes was a 300-pound Canadian weight-lifter named Douglas Hepburn, who hoisted a total of 1,040 pounds in three lifts. This was only 23 pounds short of the world's record, held by an American, but Hepburn was scarcely winded. "I'm not trying any fancy stuff," said Hepburn, who drank honey before his lifts and a mixture of coffee and brandy between them, "I'm only lifting to win." Furthermore, Hepburn has no intention of becoming merely the strongest man in the world, but will go on eyeball-popping until he becomes "the strongest man in history."

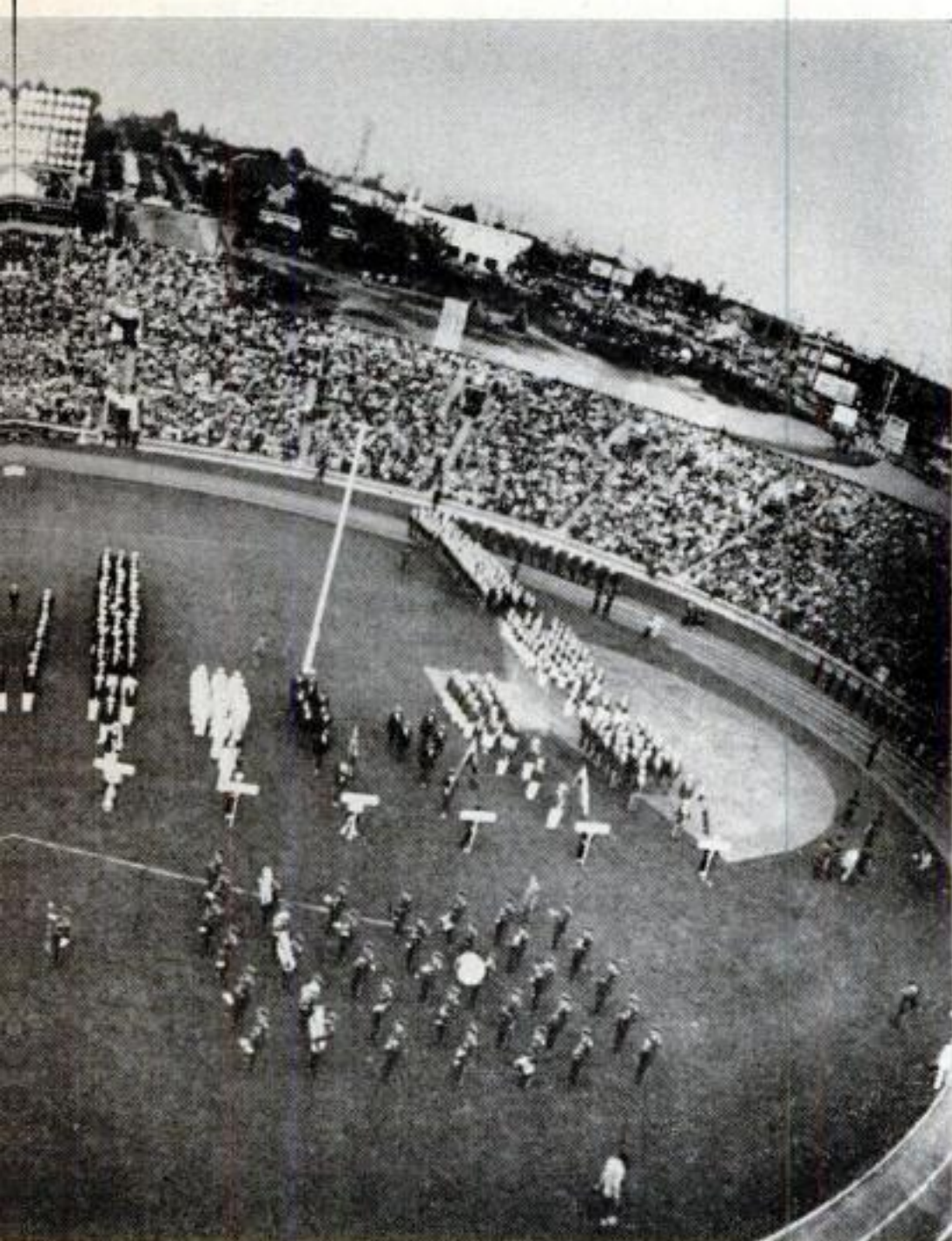


WEIGHT-LIFTING CHAMPION Doug Hepburn of Canada first strains and then makes his heaviest single lift, which was 370 pounds (*center*). While op-

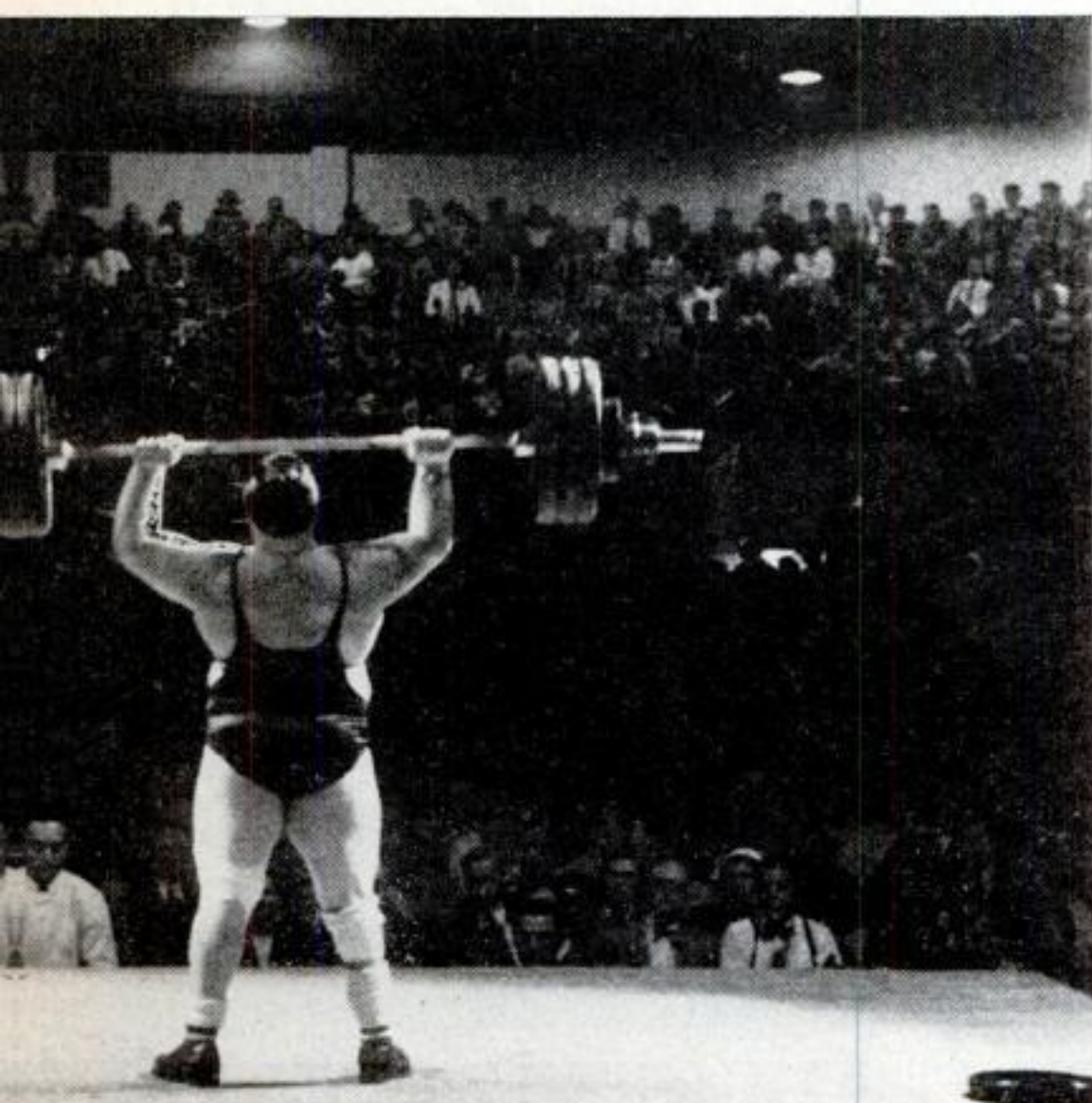


NIJINSKY-STYLE BOWLING is by no means as silly as it looks. Lawn bowls, played largely by skilled middle-aged athletes, is a fiendish combination of bil-

liards, horseshoes and standard bowling. Here a Canadian, Dickie Williams, bounces in anxiety as he watches his ball. His team finished second in doubles.



BACKGROUND IS VANCOUVER'S MOUNT SEYMOUR



ponents tried vainly to match it, he basked in the admiration of Boy Scouts who acted as pages. Born with a withered right leg, 27-year-old Hepburn took up



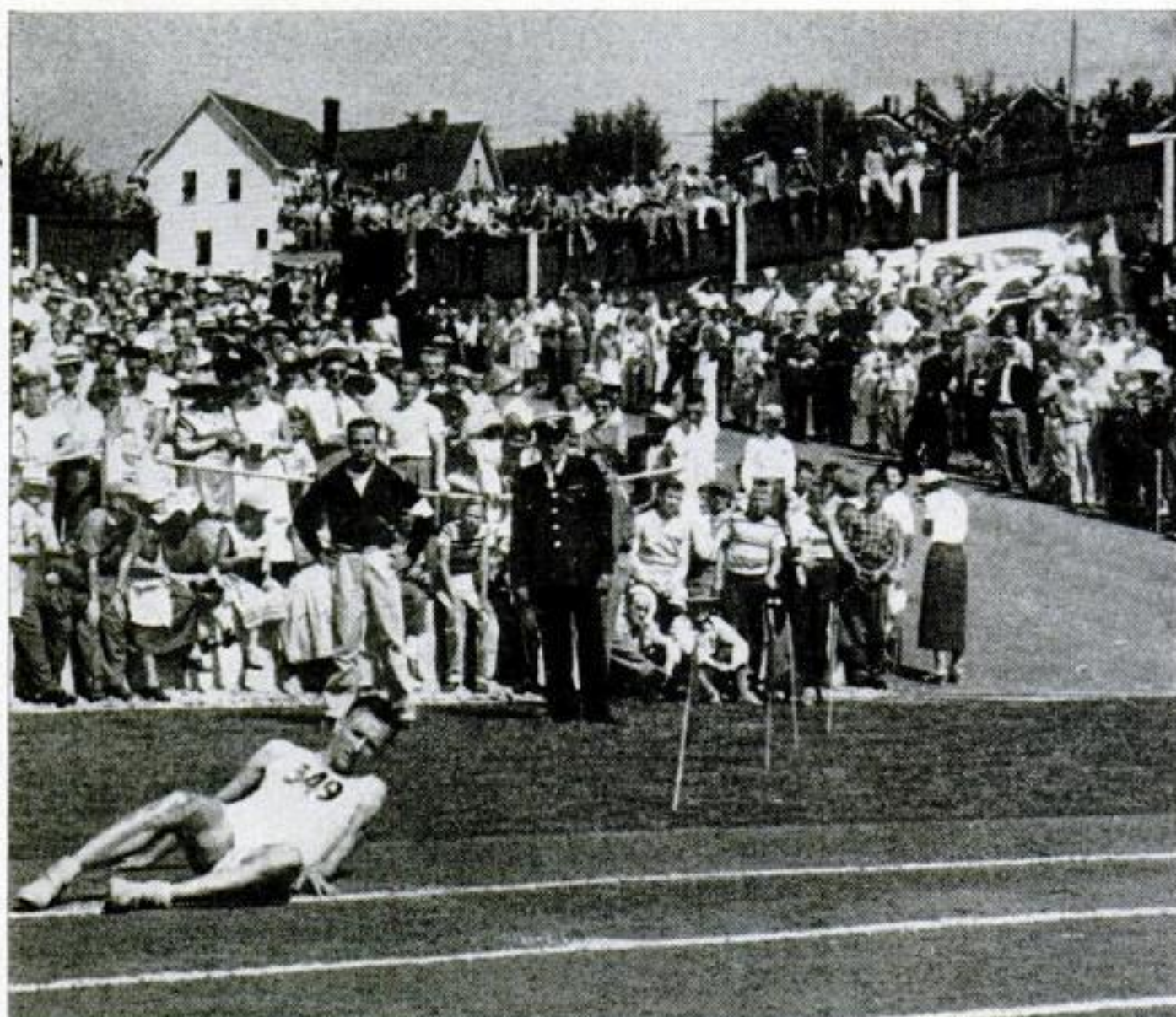
lifting to compensate for his weakness. Before becoming world's champion he earned his living as a lifeguard in summer and a beer parlor bouncer in winter.



FAIRBANKS-TYPE FENCING—in first picture a Canadian parries a Briton's leaping thrust. In next two, Canada's Carl Schwende, whose tactics did not



save his team from finishing third in foils, avoids point-making hits by falling. "He's frightfully awkward," said one opponent, "but one simply can't nick him."



BARELY INSIDE THE STADIUM ENTRANCE, MARATHONER PETERS COLLAPSES ON THE TRACK FOR THE FIRST TIME, THEN ONCE MORE BEFORE HE STAGGERS ON



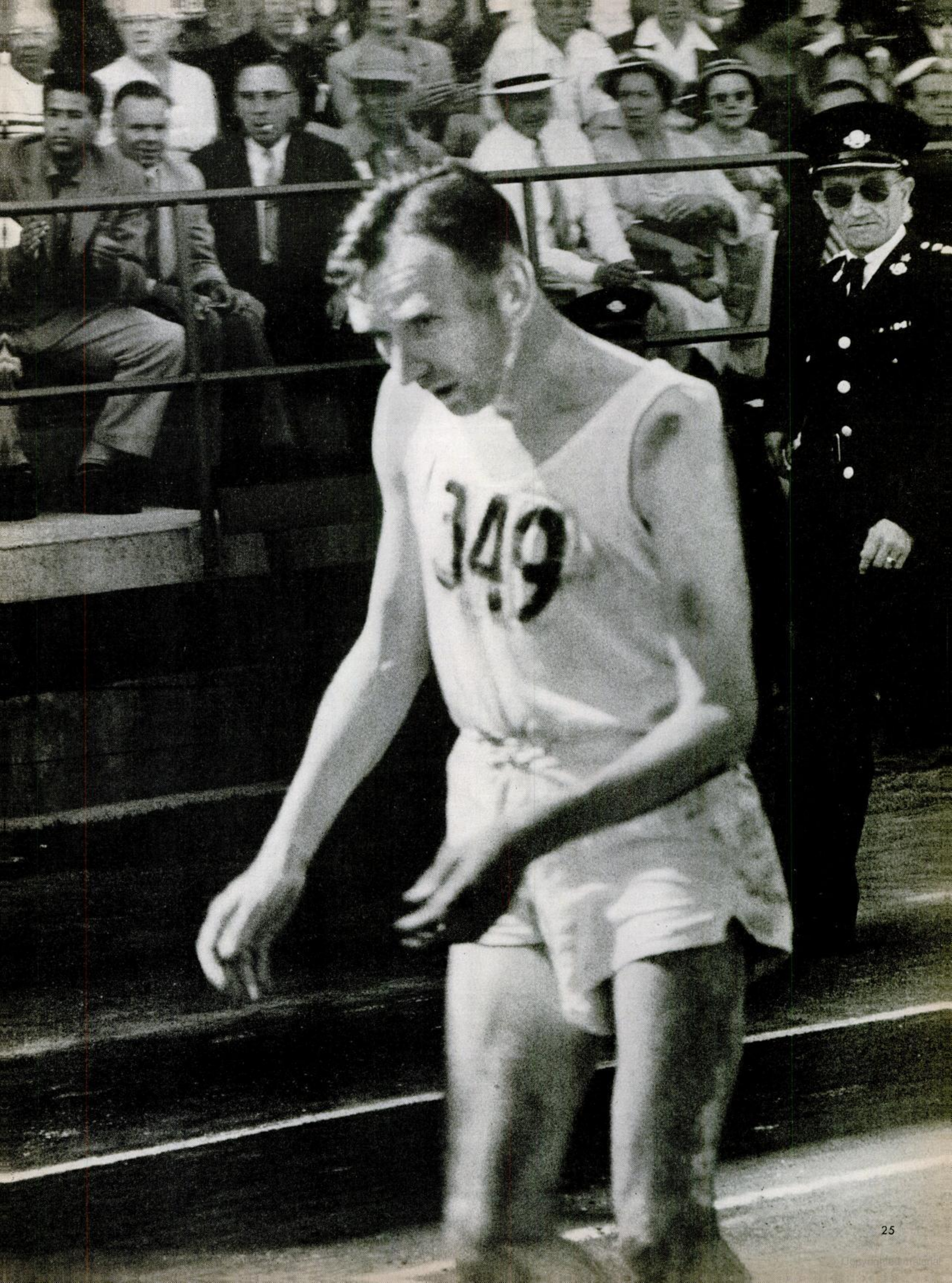
"GET UP! GET UP!" BELLOWS A BRITISH TEAMMATE, JOHN SAVIDGE, AS EXHAUSTED MARATHONER BEGINS TO PULL HIMSELF OFF THE TRACK FOR THE LAST TIME



UP AGAIN, PETERS SWAYS TOWARD THE WHITE LINE AS HIS TRAINER REACHES OUT TO CATCH HIM

A WINNING RUNNER WHO COULDN'T WIN

A bare twenty minutes after the exhilarating mile the 26-mile marathon provided the Games with a surprising and grisly climax. A gaunt Englishman, James Henry Peters, leading the field by a full twenty minutes, staggered into the stadium and fell on the cinders. As his teammates implacably urged him on he rose and fell a dozen times. Then as the crowd, horrified by his agony, began to shout, "Take him out!" Peters groped toward a white line and, apparently believing it to be the finish, finally collapsed in the arms of a trainer. But he had lost, not won—for he still had 200 yards to go. Shortly after Peters was on his way to the hospital a Scot named James McGhee loped across the finish line which Peters never reached.



AN ACCOMPLISHMENT IN CANADA

We detachments steady throwing
Down the edges, through the passes, up
the mountains steep,
Conquering, holding, daring, venturing
as we go the unknown ways.
Pioneers, O pioneers!

—WALT WHITMAN

Back in the gloomy 1930s pundits spoke of a "mature economy," arguing plausibly that the days of constant, yeasty expansion were gone because the frontier was gone. For more than a decade now, of course, that argument has evaporated in the lusty steam of the greatest expansion the U.S. has ever had. Last week came welcome evidence, not only that growth is still a national heritage, but also that for men of vision and courage the frontiers are never closed. In Quebec, in the town of Seven Islands on the St. Lawrence River, Premier Duplessis gathered with Premier Smallwood of Newfoundland and U.S. Secretary of the Treasury George Humphrey to watch swift-moving machinery load the ore boat *Hawaiian* with 20,000 tons of rich, red iron ore. As the boat sailed off for Philadelphia, to stoke the hungry maws of steel plants farther west, a free world which had worried about dwindling iron-ore supplies had opened up, for the first time, vast new deposits near the Ungava Peninsula (LIFE, Nov. 12, 1951). The iron was known for more than half a century, but until now it has been imprisoned in a frozen wilderness once called "the land God gave to Cain." Getting it out took 16 years of exploring, battling the elements and the gambling of hundreds of millions of dollars on long odds.

Since an Indian trapper brought out the first sample of ore in 1937, many other actors played their roles in the drama. Geologist Joe Retty flew back into the wilds with the Indian

and found enough ore to convince him it was something big. By 1942 one of Canada's ablest gold prospectors, Jules Timmins, was interested enough in iron to acquire some big Ungava concessions in both Labrador and Quebec. But he scratched his head over the seemingly insuperable obstacle of getting the men and machinery into the wilderness—and getting the ore out of it. However, he found the man who knew how to solve it—George Humphrey, then bossing Cleveland's famous old iron-ore house of M. A. Hanna Co.

Humphrey, as minority partner in the venture, performed legendary feats of organization. He got five steel companies to join his own to finance the job, so monumental that it required a quarter of a billion dollars. He organized an airlift which flew thousands of trips over the frozen muskeg. To bulldoze a trail, even the bulldozers had to be flown in. The biggest job of all was building a 357-mile railroad to give the ore outlet at Seven Islands. A 2,250-foot tunnel for the railroad had to be carved through solid rock. The last spike was driven in weather that was 56° below zero. In the building of a cofferdam across the Ashuanipi River a spring thaw set 4,000-ton blocks of ice crashing down the canyon, smashing nearly all the cribs like matchsticks. The whole weary job had to be done over. Much of that and the other jobs were done under the vigilant eyes of Humphrey himself ("There is no fertilizer like the footsteps of the boss"). From the beginning Humphrey spread the slogan: IRON ORE BY '54. Two years ago, when President Eisenhower called him away from private trail blazing to tackle the thickets of government bureaucracy, Humphrey, divesting himself of all interests in Ungava, had already accomplished enough to know that the target date would be met. Now that there is ore in '54 Humphrey has reason to be proud. Poet Whitman would have liked this modern pioneer.

A BEGINNING IN WASHINGTON

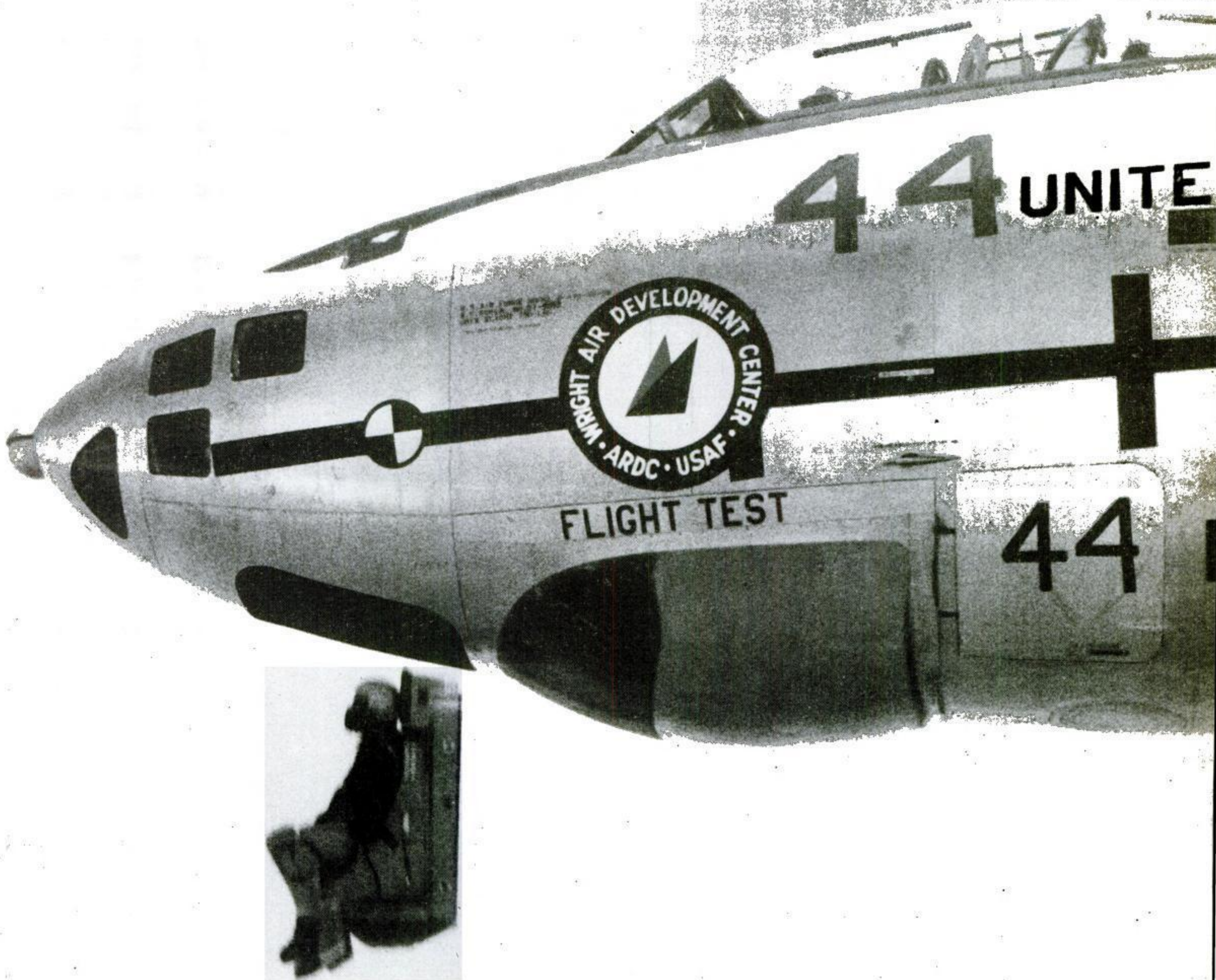
Government underbrush is far thicker than any caribou moss in Labrador (*see above*). But Treasury Boss George Humphrey has made a good start at whacking through it in the new tax bill signed by President Eisenhower this week which retains most of the reforms Humphrey had proposed. As the first complete overhaul of the nation's cumbersome, crazy-quilt tax structure in 79 years, it is also a departure in tax philosophy. It abandons the notion that taxes are a punitive weapon. Its own philosophy is to encourage "initiative, enterprise and production" by all segments of the society and thus insure a growing and dynamic economy.

No law can accomplish all this at one stroke, but Humphrey's bill unquestionably removes some of the penalties which earlier laws had piled upon business. And there are many gains for individuals. The bill recognizes, for example, that working mothers, widows or widowers are entitled to deductions for the expense they must go to in providing care for their children while they themselves are away (deductions up to \$600 a year). It recognizes that the aged, living on retirement income which has already been heavily penalized by inflation, are entitled to bigger exemptions. It gives greater recognition to the heavy hardship which illness can wreak on any family's budget. (Sick leave pay is exempt up to \$100 a week; all medical expenses in excess of 3% of income—the old rule was 5%—are deductible.) It repeals the immoral doctrine that a strapping son must not earn more than \$600 a year; children may do so now without the head of the

family losing their exemptions, and they remain dependents as long as they are going to school. Even the tax sting of death is made less sharp; it is now possible for the family head to take out an insurance policy which will pay all of his estate tax (before, the proceeds would have increased both the estate and the tax).

To be dynamic the economy requires constant modernization of its industrial and agricultural plant. Both are encouraged. Farmers may write off up to 25% of their gross income for money spent on soil improvements and water conservation. Businessmen are allowed to write off two thirds of the cost of new equipment during the first half of its life. All Americans—who have fought shy of providing venture capital—are encouraged to do so by a special tax credit on any dividends. This is a step toward removing the inequity of "double taxation" on dividends, which have already been taxed as corporate profits.

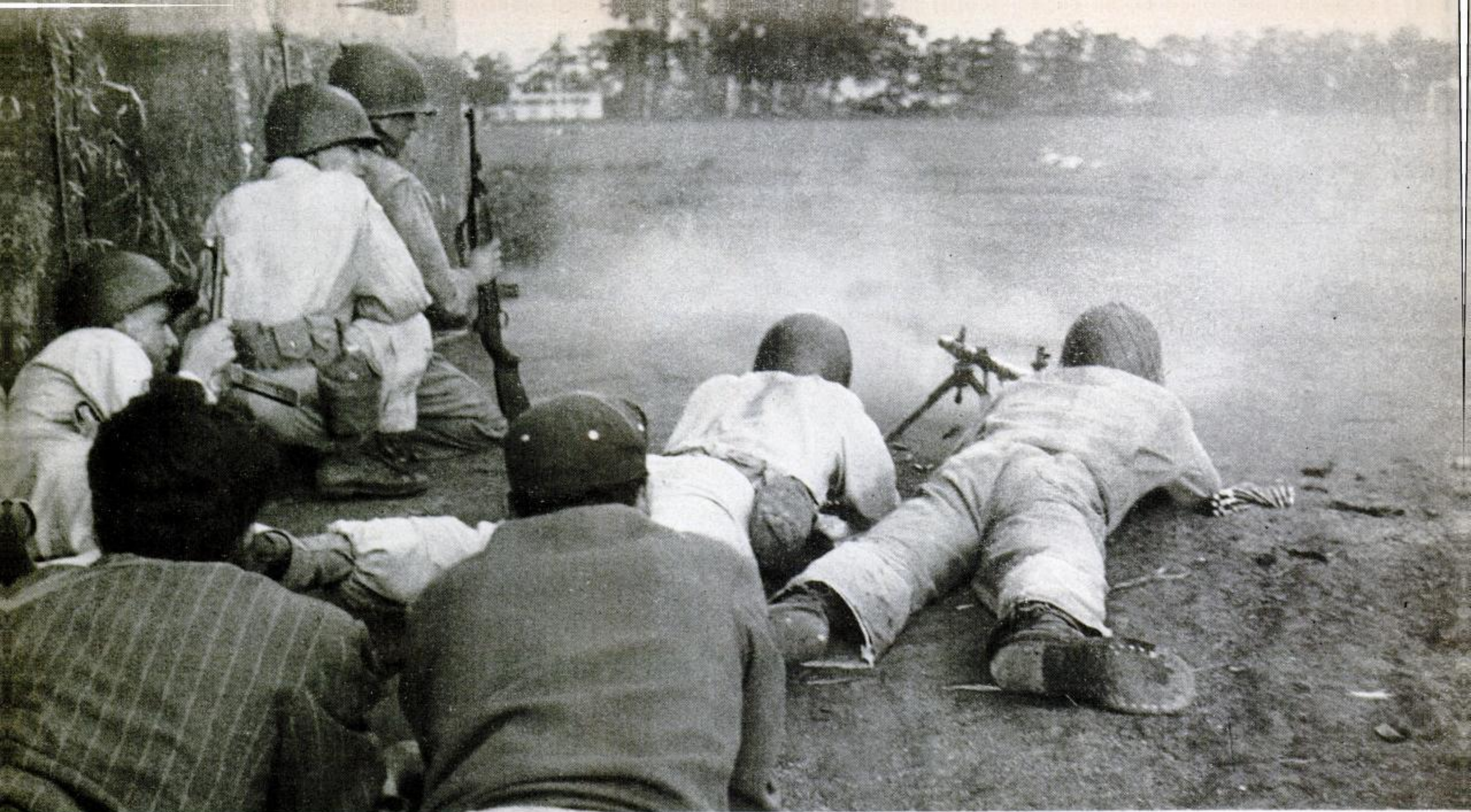
The dividend provision has come in for much criticism. For example, Senator Paul Douglas of Illinois brands it a handout to some 400,000 families who own 80% of all the stock held in the U.S. Actually, it seems to us a greater evil that so few people own stock at all (less than 5% of the entire population). Possibly George Humphrey's step toward making stock ownership more desirable will change that; certainly one of the best ways to strengthen capitalism is for more Americans to own part of it. In all, Humphrey's tax bill is a good job of pioneering.



CHAIRBORNE EJECTION FROM AIRBORNE DISTRESS

Airmen, having only recently accustomed themselves to the idea of being ejected upward from planes in distress, must now get used to popping downward. Until now the Air Force's B-47 jet bomber has been equipped only with ordinary pop-up ejection seats for pilot and copilot (*top*), while the navigator-bombardier has had to clamber awkwardly out unaided. In the newest B-47 all he has to do is pull a handle which opens an escape

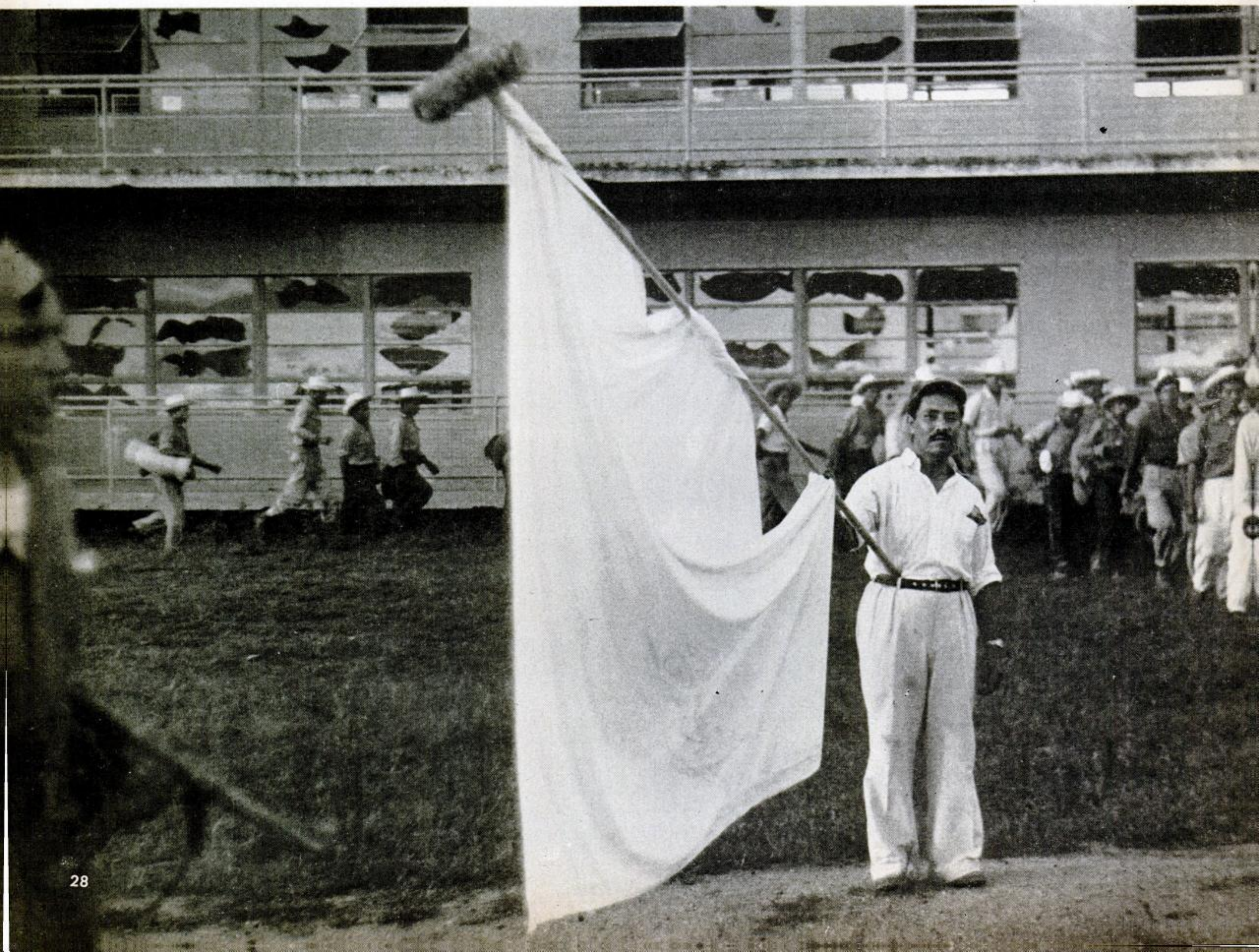
hatch on the underside of the plane's nose and explodes a powder charge which blasts him downward. In seated comfort the airman then serenely plummets earthward until a second explosion drops his chair out from under him and opens his parachute. But as he hurtles through the hatchway (*above*) the ejected bombardier looks strangely as if he had carelessly sat down on a piece of the plane which was left out by mistake.



ATTACKING REGULARS machine-gun Castillo adherents fleeing across soccer field. Main body of

defenders was in hospital behind trees in distance. Civilians at left carried ammunition for the rebels.

TEMPORARY SETBACK is signaled (*below*) by pro-Castillo colonel who displays surrender sheet as





his battalion leaves battered hospital. Castillo, playing cards carefully, had ordered him to stop fight.



FOLLOWING BOMBARDMENT, REBELS MOVE ACROSS FIELD TO ASSAULT CASTILLO FORCES IN HOSPITAL

A QUESTION OF 'DON DE MANDO'

Guatemala's new boss survives bloody test of 'ability to rule'

Last week Guatemalan President Carlos Castillo Armas, who overthrew his country's pro-Communist regime only a month ago, ran into his first test of what Guatemalans call *don de mando*—ability to rule. For one day a new revolt, led by dissident army officers, threatened Castillo's power and resulted in the fighting shown in these pictures by Dirck Halstead.

The uprising had its roots in bad blood between Castillo's ragtag liberation army and Guatemala's regular army, many of whose officers loathed Castillo. It all began when merry-making liberators expelled a group of cadets at gunpoint from a Guatemala City bordello. With Castillo away on a weekend, the regulars seized on this as an excuse for a surprise pre-dawn attack, using mortars, machine guns and artillery which forced the surrender (left) of a liberator battalion billeted in suburban Roosevelt Hospital. The rebels took over the radio station and other key points and by nightfall appeared to have Castillo on the run.

Next day the tide turned. Throughout the country Guatemalans took up arms and commandeered vehicles to support the popular Castillo. When Colonel Elfego Monzon, Castillo's top associate in the governing junta, refused to join the rebels, other officers rallied and the revolt was doomed. Total casualties: 29 dead, 91 wounded. Hailed by anti-Communist demonstrators (right), Castillo seemed more solid than ever. But at week's end Communist leaflets were reappearing in Guatemala City where the embassies are jammed with pro-Red fugitives. There was every prospect that Castillo, who has not yet proved a strong administrator, would need all the *don de mando* he could muster.



AFTER TIDE TURNED Castillo (left) listens as Monzon analyzes revolt and affirms loyalty to chief.



VICTORY CELEBRATION is held in capital by Castillo supporters who carry anti-Red placards.



SPLINTERED FRAGMENTS FILL SKY ABOVE DISTILLERY. PEKIN "DAILY TIMES" PHOTOGRAPHER RONALD WHITTAKER TOOK PICTURE AFTER HOUR-LONG VIGIL



HEAPS OF HOOPS from burned-out liquor barrels are hosed down to prevent the heat from setting

fire to another warehouse in the background which contains thousands more barrels of aging whisky.

BOOZE BLAZES IN BIG BLAST

When lightning struck a whisky-filled warehouse at the American Distilling Company Inc. plant in Pekin, Ill. last week, firemen battled in vain to put out the resulting blaze. Then after 20 hours came a far greater calamity. The heat of the flaming warehouse touched off another warehouse, and 56,000 more barrels of bourbon suddenly went up in a blinding explosion (*above*). The blast blew bricks, barrels and beams so high that some firefighters had time to run safely for cover. But six were crushed to death by falling rubble, 38 were injured and over four million gallons of whisky went up in smoke before the blaze finally died.

There's something
"SPECIAL"
about Birds Eye
quick-frozen
Orange Juice



Product of General Foods



Better buy Birds Eye and get that something "SPECIAL"

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NO LONGER JUST FOR SPECIAL OCCASIONS



The NEW LOWER PRICE of OLD TAYLOR now permits you to enjoy this time-mellowed whiskey more often.

Always a rare treat, OLD TAYLOR need no longer be reserved just for special occasions. Now you can make every drink "something special"—thanks to the pleasantly priced perfection of "The Noblest Bourbon of Them All!"

*The Old Taylor Distillery Company
Frankfort, Kentucky*

**OLD
TAYLOR**

KENTUCKY STRAIGHT
BOURBON WHISKEY

"The Noblest Bourbon of Them All"





CONRAD HILTON, SMILING SMUGLY, STANDS IN TRIUMPH BEFORE THE LOS ANGELES STATLER, ONE OF THE BRIGHTEST JEWELS OF HIS NEW HOTEL EMPIRE

HILTON TAKES STATLER KEYS

Biggest deal defeats Zeckendorf

Even for Conrad N. Hilton, it was a big deal. By contracting to buy 753,000 shares of common stock at \$50 a share, Hilton had gained control of the lucrative ten-hotel Statler chain in the largest transaction in hotel business history. His new properties include the lavish Los Angeles Statler (*above*) and another nearing completion in Hartford (*below, center*).

For Hilton acquiring the Statlers was a highly satisfying triumph over a friendly adversary, Real Estate Operator William Zeckendorf. Last

month Zeckendorf had confidently announced that he was dealing with Statler management for control of the chain. But Hilton, by negotiating directly with Ellsworth Statler's widow (*below, left*) and other heirs, won out.

Just as a warm-up for the \$101 million Statler transaction, Hilton the week before picked up, for about \$18 million Houston's splashy Shamrock Hotel. The Hilton corporation now runs 34 hotels with 32,500 rooms, well ahead of the second-place 23-hotel Sheraton system.



FOUNDER'S WIDOW, Mrs. Alice S. Statler, and Hilton executive Joseph Binns confer in New York.



NEWEST STATLER is also smallest (455 rooms). It cost \$5.2 million and opens in Hartford this fall.



LOSER Bill Zeckendorf admits defeat at Statler stockholders' meeting, wishes Hilton forces well.

Your guide to the best in clock-radios

RCA VICTOR

TMKS © RADIO CORPORATION OF AMERICA



"HIS MASTER'S VOICE"

When buying a clock-radio, doesn't it make sense to select a set made by famous RCA Victor, world leader in radio? Only RCA Victor gives you "Golden Throat"

tone! All these beauties wake you to music. Two of them turn themselves on *and off* — control appliances — run your record player, too! Which is best for you?



SINGS YOU AWAKE!

"The Reveille" is RCA Victor's biggest bargain! Wakes you with music or news. Accurate Telechron* clock, as in all RCA Victor clock-radios. Wonderful big-radio

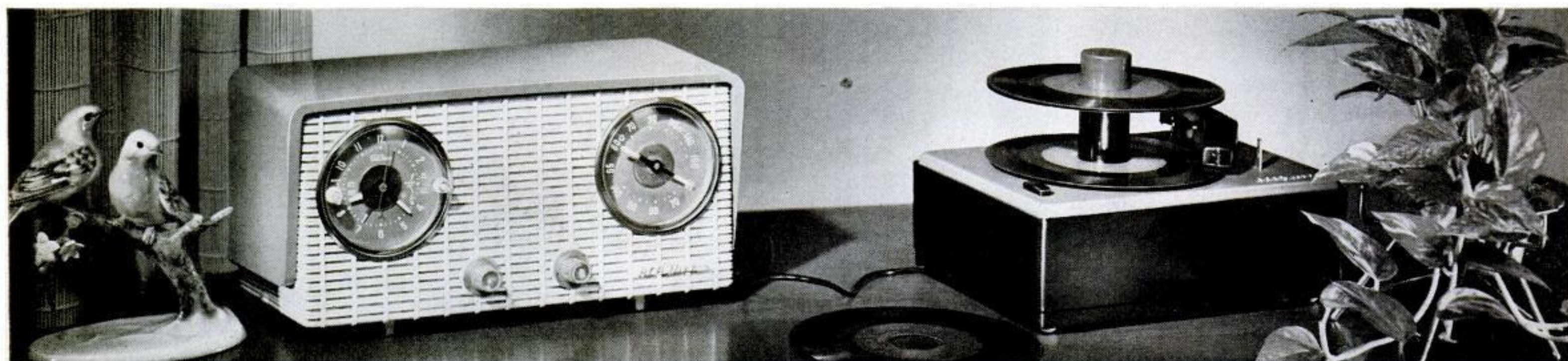
sound. "Golden Throat" tone system—a precise balance of amplifier, speaker, and cabinet. In maroon. Ivory, green, red or black, extra. Model 4C531. \$29.95.



LULLS YOU TO SLEEP!

"The Slumberette" stops the music after you drowse off at night... wakes you next morning with a song! Buzzes 10 minutes later if you oversleep! Controls any small

appliance you plug in, too! Supersensitive speaker, built-in loop antenna, phono-jack. In maroon. Ivory, green, red, black or kitchen white, extra. Model 4C541. \$39.95.



RUNS RECORD PLAYER!

The ultimate in clock-radios: "The Prompter"! Has powerful three-gang condenser to pull in weak signals. Turns itself and appliances on and off. Has phono-jack

for plugging in a record changer like the "Victrola 45" attachment shown. Clock-radio in gray and ivory, or black and beige. Model 4C671. \$49.95.

Suggested list prices shown subject to change without notice. Slightly higher in far West and South. **CLOCK SUPPLIER

LIFE ON THE NEWSFRONTS OF THE WORLD

Senate names committee to judge McCarthy, a Dionne quintuplet dies and rains bring flood to China

After three days of debate the Senate last week postponed action on the Flanders motion to censure Senator McCarthy, referring it to a special committee of six senators appointed by Vice President Nixon. The committee members will report back to the Senate before Congress adjourns. With elections coming up, most senators were reluctant to commit themselves by voting on the motion. Many felt its charges were too vague. But during the debate Senators William Fulbright and Wayne Morse added amendments to spell out charges which the committee will consider. Among them was the charge that McCarthy made an unwarranted attack on the loyalty of General George Marshall. During the debate McCarthy read into the record a letter saying Marshall "would sell out his grandmother for personal advantage." President Eisenhower, asked to comment at his weekly press conference, flashed quick anger: "I think it is a sorry reward," he said, "at the end of at least 50 years of service to his country, to say that [General Marshall] is not a loyal, fine American. . . ."



JOHN JACOB ASTOR AND THIRD WIFE

John Jacob Astor, 41, whose great-great-grandfather made a fortune in fur and real estate, was married for the third time in Arlington, Va. by the chaplain of the Arlington Police Department. His bride is 26-year-old Mrs. Dolores Margaret Fullman, once divorced. They met at Miami Beach in May, flew to Washington for the ceremony.

Lone Ranger sells for \$3 million

Twenty-two years ago George Trendle, radio scriptwriter for Detroit's WXYZ, conceived a character: the Lone Ranger. Last week Trendle sold all rights to the Ranger, Tonto and Silver, reputedly for the largest cash payment for any radio-TV property—\$3 million. Buyer was a group headed by Oilman Jack Wrather. The sale left Trendle with three enterprises: *The Green Hornet*, *Sergeant Preston*, *American Agent*.

In a record primary vote Estes Kefauver won a huge victory over Representative Pat Sutton. Isolationist Sutton accused Kefauver of coddling Reds but Kefauver charged Sutton with mccarthyism. Winner Kefauver said: "I am an internationalist in the tradition of Wilson, Roosevelt and Cordell Hull."

At a convention of the Illinois American Legion the Girl Scouts were condemned for circulating pro-U.N. literature. A generously applauded resolution recommended the girls not be supported until they "restore the time-honored American, patriotic and historic ideals. . . ."



EMILIE DIONNE AT 20 AND AT 2

Death of a Dionne

When the Dionne quintuplets were little, the most imaginative of them was sprightly Emilie, often the leader in their occasional mischief. Emilie could hear the flowers and the animals talk and would often amuse her sisters with stories she made up about them. Quite shy, Emilie grew more and more reticent as the years passed and smiled less and less. It was discovered but kept from the world that she was suffering from epilepsy. Since last Christmas she had seemed free of the affliction, and early this summer, after her 20th birthday, Emilie went to a hostel of the Oblate Sisters of Mary Immaculate to make up her mind about entering convent life. But last week epilepsy returned again, and, as the spell passed away, Emilie's life passed with it.



EVANGELIST SAWYER IN THE DUST

Sunshine or sin?

Last week members of the American Sunbathing Association gathered at a camp near Battle Creek, Mich., stripped for a convivial nudists' convention. But they had not reckoned on a Baptist evangelist named Braxton B. Sawyer.

Fervent enemy of sin, Sawyer is a dauntless detester of nudism, which he believes is corrupting the morals of young people. Sawyer drove to the camp with a movie camera to document his point. Offered admittance provided he stripped, Sawyer refused, tried to push his way in, but was thrown for a loss in the dust. Clutching his camera, he shouted, "Someone stomped on me!" He left, vowing to return to "intensify my campaign against nudism."

A tale of deep-water suffering trickled through Red Chinese censorship. From Tibet to the sea, from the Yellow to the Pearl rivers, the heaviest rains in 100 years inundated the land. Around Wuhan, on the Yangtze, 100,000 laborers struggled with dykes to contain the river, already at an all-time high of 100 feet. At week's end the sun was finally reported breaking through, but the specter of famine for millions lay ahead in the flood-washed valleys.



THE TRUMANS AND THE RHEES MEET

'The momentous decision'

Recovering from his recent illness, former President Truman stepped out on the porch of his Independence home to receive a visit from Dr. Syngman Rhee, president of South Korea. Rhee came to "express our everlasting gratitude to you . . . for the momentous decision you made to send us troops. . . . All the Korean people are grateful to you."

Nagoya City, Japan has banned flying saucers. The saucers, developed by a small fireworks company, are toys two inches across mounting a small propeller with a tiny rocket attached. Ignited, they whirl into the air, putting out an earsplitting buzz. Since their direction is uncontrollable, police have condemned them until they determine whether they are inflammable and dangerous.

Oil settlement in Iran

Good news continued to pour in from the Middle East last week as Iran announced that some \$84 million would be paid to Britain's Anglo-Iranian Oil Company to compensate for losses from the nationalization of its huge Abadan refinery in 1951. The settlement paved the way

So Fast You Need A Stopwatch To Time Its Speed!



FAST! That little white ball is loaded with lightning! Your flashing paddle hits it with a pistol-like crack and fires it back across the table—streaking over the net at 75 m.p.h! That's table tennis—*so fast you need a stopwatch to time its speed!* Yes—and when you drop a Bayer Aspirin tablet in a glass of water, you'll see that it starts disintegrating almost instantly—*so fast you need a stopwatch to time its speed.* The same thing happens in your stomach. That's one reason why Bayer Aspirin relieves your headache—makes you feel better—*fast!*

GENTLE! Bayer Aspirin is so gentle doctors prescribe it even for small children.

BEST! When you buy aspirin, remember—it makes a *LOT* more sense... to spend a *FEW* more cents... to get the *best*. So buy *Bayer Aspirin*.

GET THE BEST —

GET BAYER® ASPIRIN

NEWSFRONTS CONTINUED

for a broader agreement in which a combine of eight U.S., British, French and Dutch companies will take over operation of the fields, idle since former Premier Mossadegh and his xenophobic government seized them three years ago. Deprived of oil revenue, Iran stood on the verge of bankruptcy and a Communist coup until General Fazlollah Zahedi seized power last year and jailed Mossadegh for treason. The principal architect of the settlement was State Department Consultant Herbert Hoover Jr., who made a dozen transatlantic flights to mediate between British and Iranian officials.



GERMANS WITH PITCHFORKS KEEP POLICE FROM THE DOOR

In Bremerhaven, Germany a city appraiser entered a slum district to evaluate 25 houses which were to be torn down for a U.S. Army development. Refused entrance, he called the police, who arrived just as 50 residents poured forth armed with pitchforks (*above*). The police retired, returned the next day and arrested four residents. The incident touched off a demonstration among a thousand dockyard workers who had been watching from nearby. But when the workers learned some residents had been offered prices well above market values, their anger subsided and quiet returned to Bremerhaven.

Italians conquer K-2

Mount Godwin Austen, or K-2, 28,250 feet high, is the second tallest mountain in the world and at least as difficult to climb as Everest. Last week it was scaled for the first time by an Italian expedition headed by Ardito Desio, a geology professor at Milan University. With a reputation for being "stubborn as sin," Desio left little to chance. He talked to members of recent American expeditions to K-2 and traveled to London to see Sir John Hunt. Meticulously Desio gathered his supplies and laid his camps. "We have enough rope," said one team member, "to tie K-2 up like a package." Three months ago the expedition left Karachi, Pakistan at the foot of the Himalayas. Last week a 19-word message told of its final success. When the expedition returns, *LIFE*, which has sole North American rights to its pictures, expects to publish the story of the conquest of K-2.



CLOUD-SHROUDED K-2 REARS ABOVE ITALIAN BASE CAMP



*Peacheroo**

* not just peach ice cream—
it's Peacheroo—made as
only **Sealtest** knows how

Sealtest
TRADE MARK
ICE CREAM



Spray on 'Magic Mist'
... keep curls in place!
HELENE CURTIS Spray Net
with lanolin lotion,
in dispenser. 1.25*



New, self-timing TONI
with 15-minute waving
lotion ... regular, super
or very gentle. 1.50*



Highlight your hair!
LUSTRE-CREME Shampoo
leaves no dulling film.
Cream, 27c, 53c, \$1
Lotion, 30c, 60c, \$1



NESTLE Colorinse
glamourizes hair
... accents color,
sheen. Shampoos
out. 10c, 25c*
Long-lasting
NESTLE Colortint. 29c*

Your choice of brands, sizes, prices ... at Woolworth's!

After-bath flower fragrance!
CASHMERE BOUQUET Talcum
Powder. 12c, 29c, 59c*

LADY ESTHER 4-Purpose Face
Cream...cleans, tones, silken,
acts as base. 15c, 29c, 55c*

Refreshing home facial in just
10 minutes! HOPPER White
Clay Pack. 25c, 49c*

TRUSHAY Lotion smooths right
into skin ... softens, beautifies
hands! 10c, 25c, 49c*

In dispenser, 89c*



Check perspiration
and odor with just
one easy squeeze!
VETO Spray Deodorant
in dispenser. 39c, 59c*



Easy-to-hold TEK
Toothbrushes have special
non-slip grip; tapered
handle. In case, 29c
Junior size, 29c



Double-pad
protection
with new,
no-chafe MODESS
in new design
package. Junior,
regular, super.
Box of 12, 39c



9 out of 10 cases tested
show Listerine ANTIZYME
Toothpaste helps protect
teeth from decay acids
all day! 33c, 59c



Celebrating
WOOLWORTH'S
FIRST 75 YEARS
1879-1954



Wash your hair silky-soft . . .
give it an aura of sunshine
... with WHITE RAIN Lotion
Shampoo. 30c, 60c, \$1



Softer, creamier
than ever before!
New FRESH Cream
Deodorant protects
your daintiness.
12c, 27c, 43c, 63c*

Woolworth's . . . your one-stop shop for autumn glamour

Lightest, brightest shades . . .
Soft Pink, Light Red.
HAZEL BISHOP Lipstick, 59c*
In jumbo swivel case, 1.10*
Night cream, cleanser, make-
up base in one! LANOLIN PLUS
Liquid. \$1, 1.75*
'Honey' shade flatters all skin
tones! LADY ESTHER Face
Powder. 15c, 29c, 59c*
Perfumed DURA-GLOSS Nail
Enamel...fall-fresh colors that
flow on smoothly. 25c*

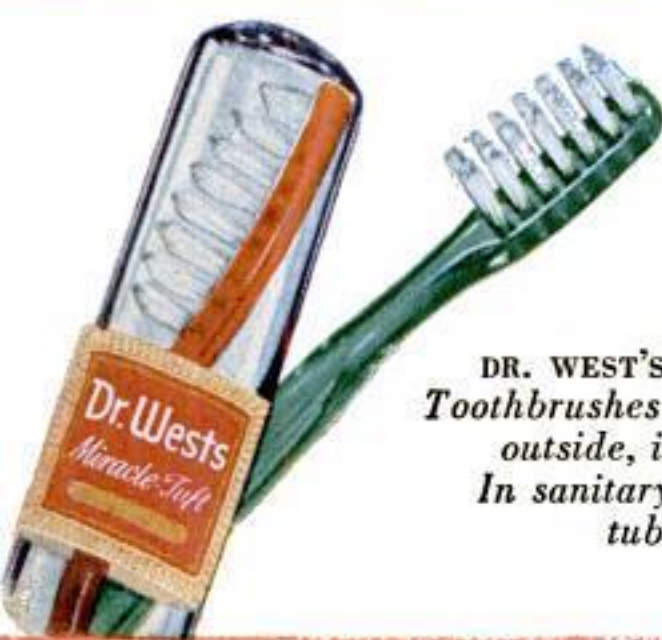


Timely tip from Susan Smart†:
"Back to work or back to books
...look first to WOOLWORTH'S
for your beauty-basics"

†Woolworth's Shopping Reporter

At most Woolworth stores

F. W. WOOLWORTH CO.



DR. WEST'S Miracle-Tuft
Toothbrushes reach inside,
outside, in between teeth!
In sanitary, sealed glass
tubes. 59c



COLGATE Dental
Cream with Cardol.
Use it every day
... fight enzymes
that cause tooth decay!
15c, 27c, 47c, 63c

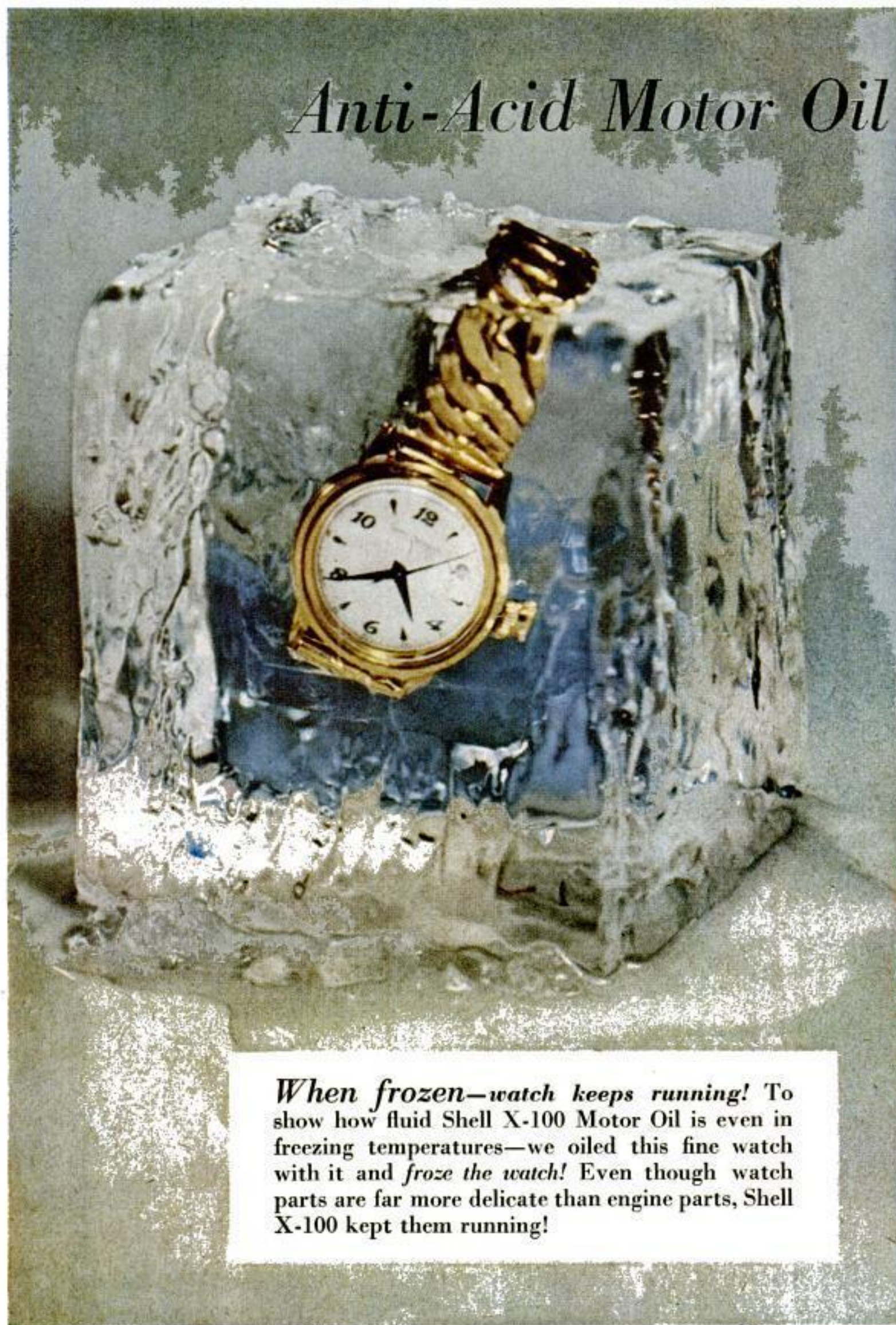
Good grooming for men starts with Woolworth's!

Just press...get instant lather!
Over 70 shaves. Palmolive
RAPID-SHAVE. 79c
10 GILLETTE Blue Blades in dis-
penser, 49c. 20 blades, 98c
GILLETTE Super-Speed Razor,
Blue Blades in dispenser. All
in handy kit. \$1
Heavy beard? Light budget?
Use GILLETTE Thin Blades!
4 for 10c, 10 for 25c

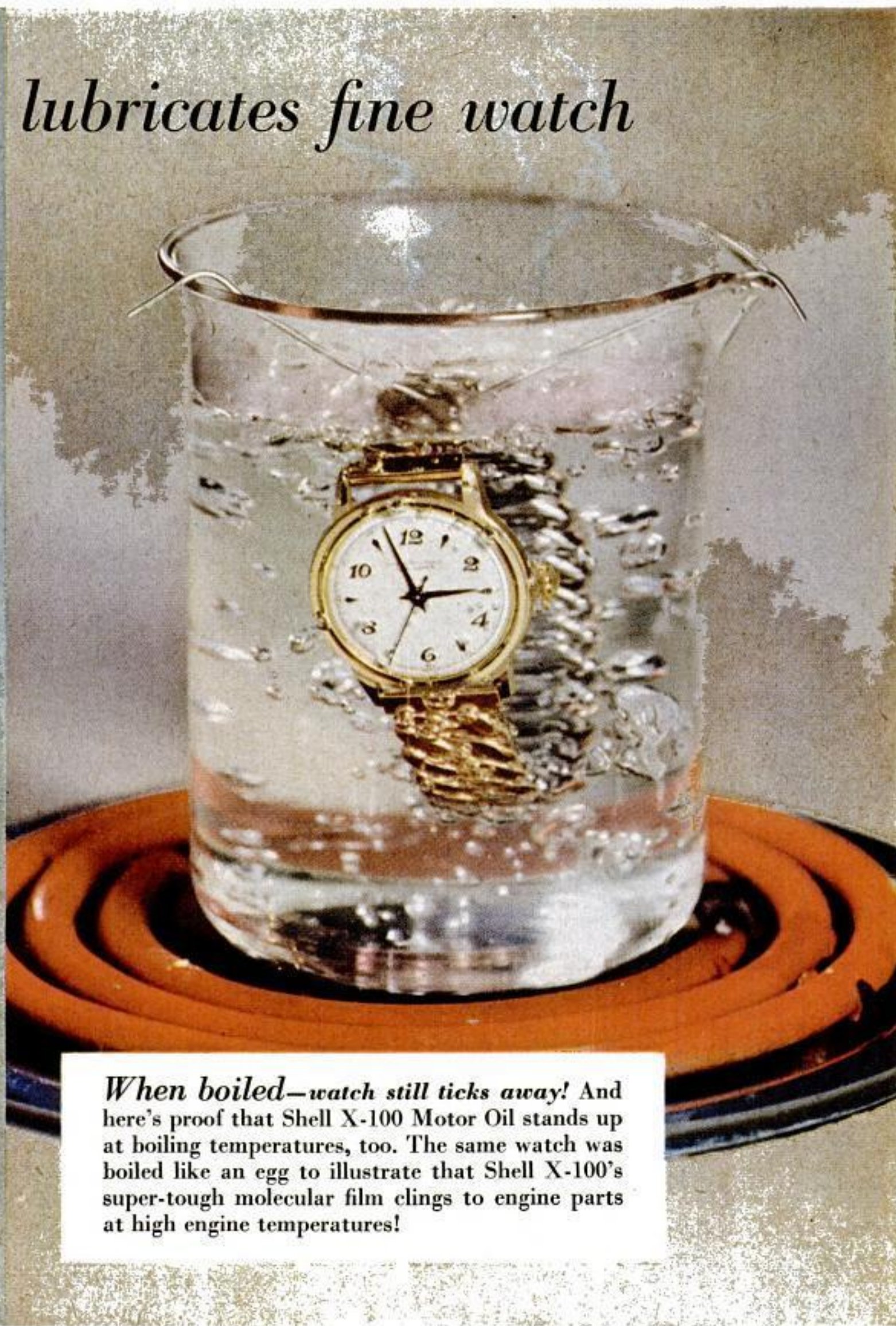


*plus tax

Anti-Acid Motor Oil lubricates fine watch



When frozen—watch keeps running! To show how fluid Shell X-100 Motor Oil is even in freezing temperatures—we oiled this fine watch with it and froze the watch! Even though watch parts are far more delicate than engine parts, Shell X-100 kept them running!



When boiled—watch still ticks away! And here's proof that Shell X-100 Motor Oil stands up at boiling temperatures, too. The same watch was boiled like an egg to illustrate that Shell X-100's super-tough molecular film clings to engine parts at high engine temperatures!

Stops destructive Acid Action caused by cold-to-hot engine operation

Alkaline Shell X-100 Motor Oil neutralizes acids that form in your engine before it is fully warmed up. It stops acid action—the major cause of engine wear.

Of course you are not going to lubricate your watch with a motor oil, or freeze or boil it, either.

These tests were made only to illustrate that Shell X-100 protects the engine of your car from cold starts to hot running temperatures.

Cold starts can damage your engine any day of the year. For engines are "cold" until they reach operating temperature well above 150°F. Until then, acids (formed from by-products of combustion)

condense on engine parts, etching and pitting cylinder walls and piston rings. This acid action, not friction, is the greatest cause of engine wear. Because of the variations of temperature in today's stop-and-go driving, acid action can eat away your engine during 1 mile out of every 3 you drive.

Shell X-100 Motor Oil has an exclusive advantage, an alkaline additive developed by Shell Research, which protects your engine against acid action. Because Shell X-100 goes to work immediately, even under the coldest operating temperatures, it neutralizes the acids before acid action can damage vital engine parts. Shell X-100 Motor Oil is available at all Shell Dealers.



A New Shell X-100 Motor Oil (Premium—10W-30)

Refined especially to provide an extra margin of safety for today's high-horsepower engines.



In addition to having all the qualities of Shell X-100, this new multi-grade oil "hushes" knock and increases gasoline mileage. You get back its extra cost many times over.



THE BRIDE-TO-BE leaves for the church (*left*) with her mother, Mrs. E.B. Hershberger. Arriving at the church (*center*), she throws a politically perfect

wave at waiting crowd of about 200. During reception at Beverly Hills Hotel, she displays her wedding gown's five petticoats (30 yards) of pink nylon chiffon.

QUEEN FOR A KNIGHT

Governor Goody takes a bride

The bridegroom drove around the church several times before the service. "I'm so nervous I'd rather make a speech," he said, and it was probably true, for he was Goodwin J. Knight, the affable governor of California and an inveterate speechmaker (*LIFE*, March 26). Governor Knight, 57, whose first wife died in October 1952, was marrying a pretty, vivacious widow named Virginia Carlson, 35.

The governor had known Mrs. Carlson since she sold him an American Legion poppy years ago. Their courtship began last year when Governor Knight sought permission from Mrs. Carlson's mother to call on her daughter. On their first date his car stalled and he had to borrow another to get Mrs. Carlson home. With this dubious start, the romance bloomed.

After the wedding last week, Goody—nervousness gone—gaily nuzzled his bride for photographers (*right*). Then the couple headed for a small reception at which California's first lady was eulogized in song (*next page*). In turn she had been revealed as a practicing poet, one of whose efforts, already Goody's favorite, was perfect for the occasion. One stanza ran:

*If there are no alterations,
And you close your eyes to his faults
If when in his arms
you hear a sweet waltz . . .
That's loving!*

HAPPY BRIDEGROOM, Governor Knight leans over to kiss new wife, who proudly inspects her ring.

CONTINUED ON NEXT PAGE



For larger cuts,
burns, abrasions...



use the dressing
your doctor uses...



because it's sterile
at the moment of use



Johnson & Johnson

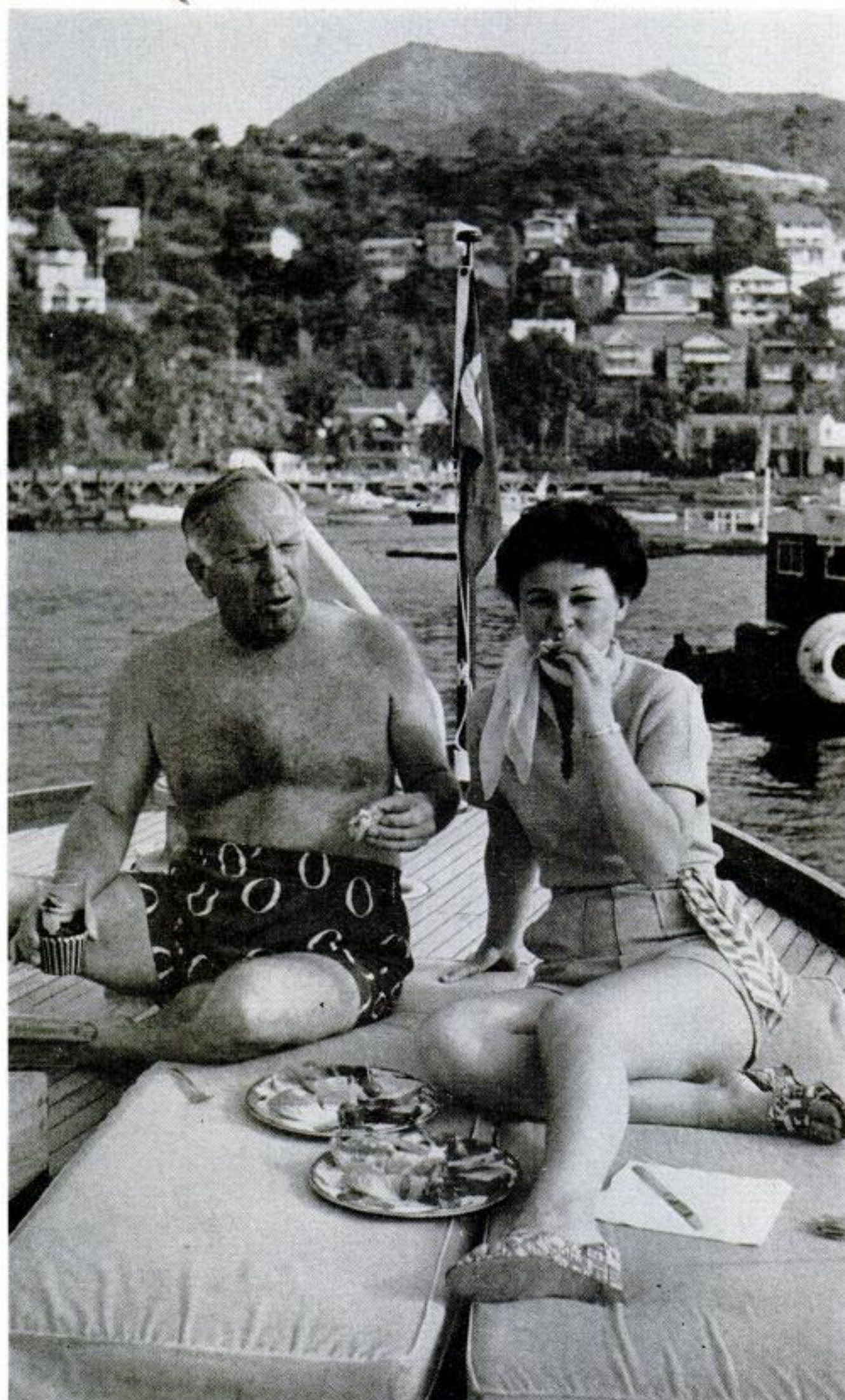
No connection whatever with American
National Red Cross

Knight Wedding CONTINUED



WEDDING SONG by local band leader for bride is sung by the governor's daughters, Carolyn (left) and Marilyn (right), and friend. Song concludes:

*Oh, what a thrill, can't realize
I'm your KNIGHT in shining armor.
Virginia—Virginia—my heart knew I'd win ya
But I knew it too, all the time.*



HONEYMOONING on a friend's yacht near Catalina Island, the Knights enjoy brief holiday before returning to start campaign for November election.



NON-FATTENING
the ideal sweetener
for iced tea or coffee

SWEETA



Stained old sink?
You want it white?
Get New Old Dutch
And get it bright!

When New Old Dutch Cleanser
turns gold . . . it disinfects
and deodorizes, too!



At home or away Always Carry

TUMS

FOR THE TUMMY

America's No. 1 "on-the-spot" relief for
ACID INDIGESTION • HEARTBURN

10¢ A HANDY ROLL



Metropolitan dollars come home to roost!



LAST YEAR, Metropolitan benefit payments to policyholders and beneficiaries exceeded \$1,000,000,000—an all-time record in the history of Life Insurance. Each of the Company's 1,000 local offices paid benefits, on the average, of over \$1,000,000—tangible evidence of the value of Metropolitan's localized services. Undoubtedly, many of these dollars flowed into your own community.

These benefits did not just happen. They resulted largely from the efficient and faithful efforts of Metropolitan Agents—men who sought out those in need of Life insurance, diagnosed their requirements, and developed individualized plans to help protect families in a manner consistent with their hopes, ambitions, and circumstances.

To illustrate the benefits which Metropolitan's benefit dollars made possible in 1953, let us take a good American city like Indianapolis, Indiana. Metropolitan policyholders and beneficiaries in that city received \$4,900,000 last year. There follow several cases which indicate the benefits which some of these dollars made possible.

1. On July 4, 1953, a Metropolitan Agent celebrated the holiday at the home of a good friend, an Indianapolis dentist. The dentist was devoted to his son whose ambition was to follow in his Dad's professional footsteps. Over the years, the Agent had urged the dentist to help assure the fulfillment of the boy's ambition in the event something unforeseen happened.

The holiday was especially significant because it was also the occasion on which the Agent delivered

to his friend a \$30,000 policy to make certain the son's dental education, plus a "nest egg" with which to begin practice. The following November, the dentist, who had never been sick a day in his life, passed away. Today, the son is in a well-known state university getting the coveted education—thanks to the love and foresight of a father.

2. A local Metropolitan Agent was startled to read in a newspaper that a middle-aged policyholder had been thrown from his automobile and had sustained severe back injuries. He called immediately at the home of the injured man to offer help in preparing claim papers and arranging for payment of immediate expenses.

Upon arriving, he found the injured man's wife nearly frantic and greatly concerned about the forthcoming medical bills which she had no money to meet. She was astounded to learn from the Agent that her husband had only a short time before taken out a substantial accident policy with Metropolitan, but had forgotten to tell her about it. She was greatly relieved to know that the medical bills would be taken care of... in fact, the Company ultimately paid \$1,900.

3. The efforts of Metropolitan Agents are not always completely successful, and such instances emphasize even more "what might have been" if the breadwinner had protected his family with adequate Life insurance. Consider the case of two Indianapolis families which lived directly across the street from each other last year.

One family still lives at the old address. Metropolitan dollars are being used to help keep the family

together, pay off the mortgage on the home and help educate the four children—despite the fact that the father died suddenly. Unfortunately, the father of the family across the way passed on without securing the adequate coverage offered by the Metropolitan Agent. As a result, his widow and two small children had to move to the home of her parents.

These Indianapolis cases typify some of the results of actual services that Metropolitan Agents have been and are continually rendering all over America—helping fathers and mothers safeguard their homes against the uncertainties of life. Yet, there are other ways—such as through investments—that "Metropolitan dollars come home to roost"!

Up to the time Metropolitan is called upon to make payments under policies, it invests and reinvests funds to help earn money for such payments. In all likelihood some of these investments are in your community helping provide jobs, as well as the comforts and conveniences of life.

Yes—in many different ways "Metropolitan dollars come home to roost." Every one of these dollars reflects the efforts of some Metropolitan Agent, points up the fact that he is an understanding friend and neighbor, and that...

Metropolitan service is
as local as Main Street...
as close as your phone

COPYRIGHT 1954—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.





AS JUDGES AND OTHER TEACHERS WATCH, VIOLA ITTEL, WHO IS 62 AND A GRANDMOTHER, LAUNCHES HER RUBBER-BAND POWERED MODEL OF A LIGHT PLANE

'LOOK, EVERYONE, IT'S FLYING!'

Teachers play with model planes to learn new ways of bringing aviation into the classroom



One of the most embarrassing small problems faced by today's grade and high school teachers is answering tough questions about aviation asked by their jet-propelled students. Seeking to get up to date, a group of teachers last month attended a course in aviation education at Ohio's Miami University. On the last day they happily took part in a model plane contest (*above*), chasing around the campus in pursuit of erratic gliders and rubber-band powered contraptions which they had built themselves.

Earlier the teachers visited a wind tunnel, watched airplanes being made and even poked around inside an Air Force B-47 jet bomber. Next fall they hope to be able to stage plane contests in their schools and even stay a step ahead of the bewildering questions in class.

LAUNCHING GLIDERS, Mrs. Dorothy Kemp (*left*) and young Pat Schluckebier try for distance.

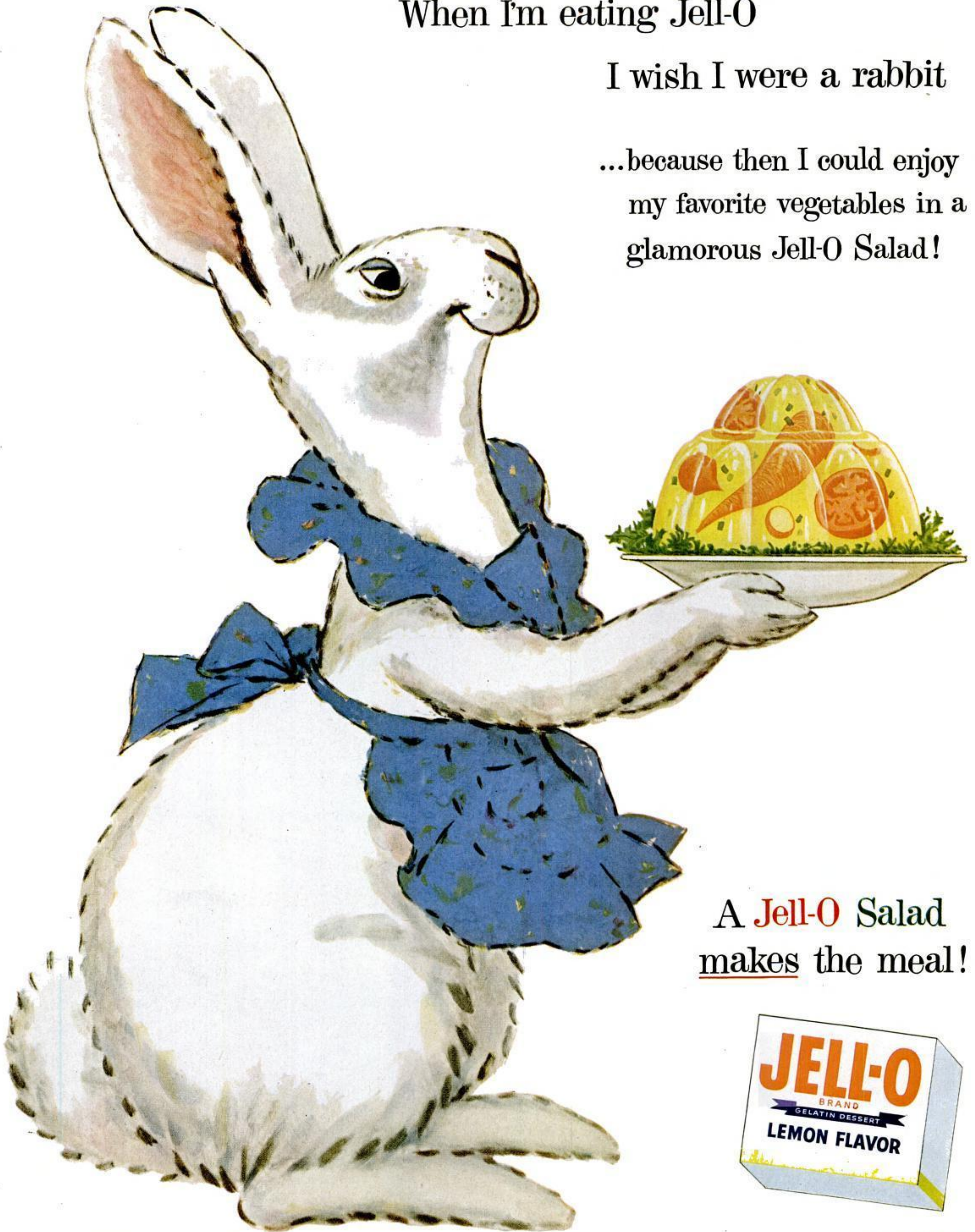


CONTINUED ON NEXT PAGE

When I'm eating Jell-O

I wish I were a rabbit

...because then I could enjoy
my favorite vegetables in a
glamorous Jell-O Salad!



A **Jell-O** Salad
makes the meal!



PUTS YOU AHEAD OF THE PARADE...

GETS YOU MORE WHEN YOU TRADE!

Get the stand-out Studebaker gas mileage that made a clean sweep of Mobilgas Economy Run!



America's most beautiful station wagon!

MILLIONS OF Americans know that Studebaker ran rings around all competition in this year's Mobilgas Economy Run.

Studebaker won that toughest of all economy tests because there is no gas-eating excess bulk—no power-wasting extra weight—in a Studebaker.

61 to 130 more miles per tankful!

A Studebaker Champion with overdrive got 3 to 7 more miles per gallon—61 to 130 more miles per tankful—than its four low-price Mobilgas Run rivals.

That performance would cover the 2958 miles from Los Angeles to New York on 100 gallons. The same amount of gas would leave Studebaker's 12 closest Mobilgas Run competitors stranded from Concordia, Missouri to McKeesport, Pa.

Don't settle for an outmoded car that squanders your gasoline. Get an exciting new '54 Studebaker—pacesetter in style—undisputed economy champion. See your nearby Studebaker dealer.



Raymond Loewy styling that holds 30 international awards!



Sports car distinction in coupes and hard-tops!

White sidewall tires, chrome wheel discs—Automatic Drive or Overdrive—optional at extra cost in all models.



SANDING GLIDERS, 62-year-old Viola Ittel and Eva Hayes add final polish. Mrs. Ittel's won prize in women's division by staying aloft 2.1 seconds.



ADJUSTING CONTROLS as a fellow teacher watches, Eva Hayes breathes on plane's elevators so she can bend them up and stop plane from nose-diving.



LAMENTING MISFORTUNE, Patricia Schluckebier bangs her head on ground after she accidentally knelt on her plane, breaking off part of a wing.



VODKA AND TONIC, ANYONE?

This is the perfect thirst-quencher... quick, easy to mix and unusually refreshing. Same recipe as gin and tonic with dry, smooth, pleasant *Smirnoff* taking the place of gin.

Be very sure you get Smirnoff—the vodka of connoisseurs and kings—the standard vodka of the world since 1818.

it leaves you breathless

Smirnoff
THE GREATEST NAME IN **VODKA**

80 or 100 Proof. Made from 100% grain neutral spirits.
Ste. Pierre Smirnoff Fls. Inc., Hartford, Connecticut

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FOUR DESAUTELS, John, 6, Chrissie, 5, Mark, 2, and Randy, 5 months, wait for their mother in a viewing room.



FIRST GETAWAY of son Mark comes as he heads for the stage. He was caught on the steps by his agile older brother.

A Nursery Goes Backstage

CHILDREN ACCOMPANY DANCING MOTHER ON VIDEO JOB



SECOND GETAWAY of Mark finds brother John hard on his heels in headlong pursuit through CBS studio corridor.

Although moderately busy as a Hollywood dancer and bit player, Patty Desautels has four constant problems. They are her children, aged 5 months to 6 years (*above left*). With an uncertain income, Mrs. Desautels and her husband, who works in a guided missile plant, can't afford a baby sitter. Wherever Mrs. Desautels goes, her four children go with her, sometimes even by squaw board (*right*). Mrs. Desautels, who is 26 and has been married seven years, is pretty enough to fascinate talent agents, but the four tots accompanying her baffle them at auditions. As shown here, when she was hired for a recent Red Skelton show (CBS-TV) to play a small chorus role she had to contend with only a normal number of crises as her children sat in on rehearsals. But the small Desautels filled the TV studio with some unexpected excitement.



FINAL GETAWAY of Mark—his ninth—brought him to TV stage where mother caught him just out of camera range.



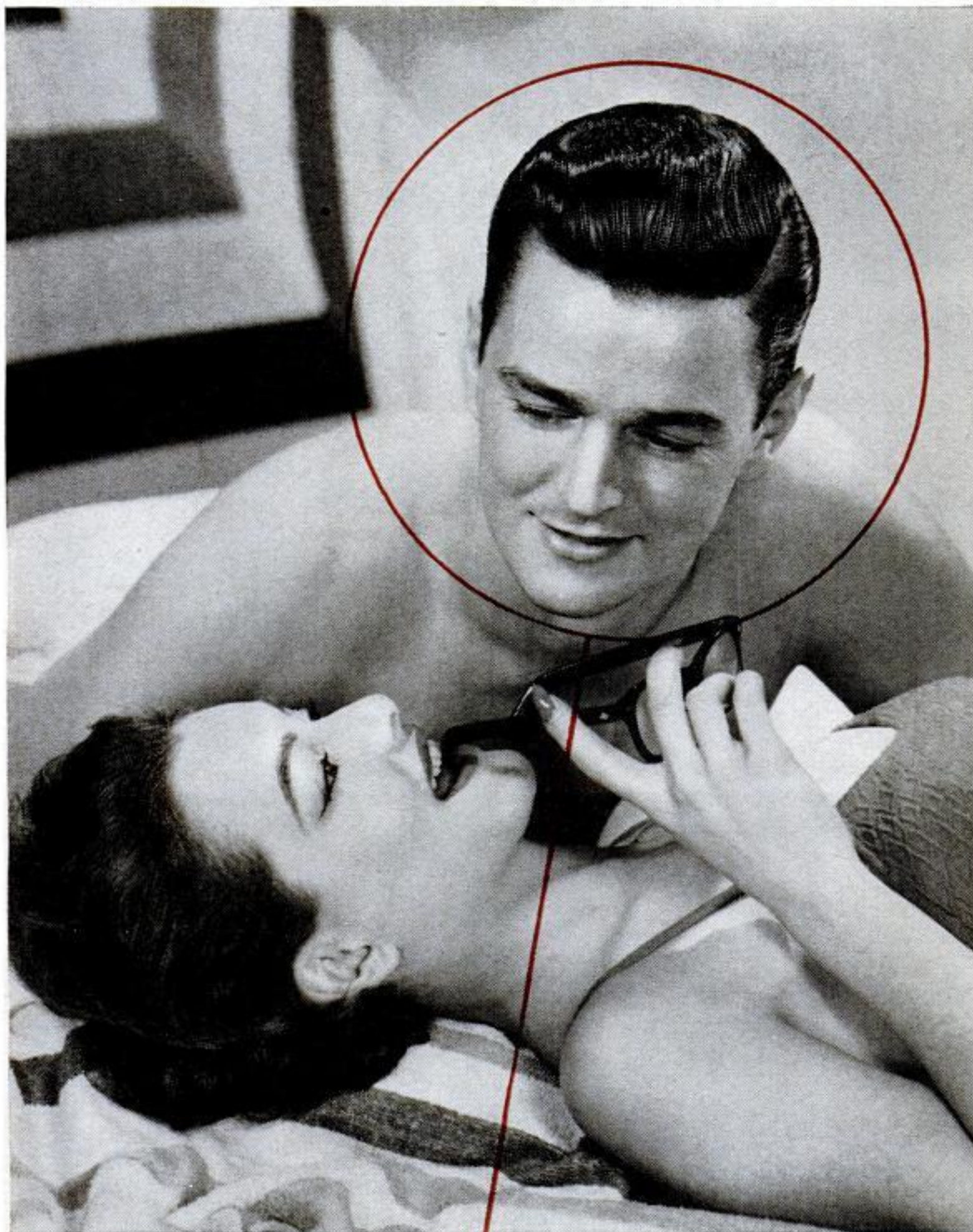
WAITING TO GO ON, Mrs. Desautels shushes son Mark as he shrieks happily just before her cue.



MOTHER IN ACTION is prostrate as Red Skelton hears child cry, says, "I'll be right there honey."

← **MOTHER IN TRANSIT** arrives at TV studio totting baby Randy like papoose, with others beside her.

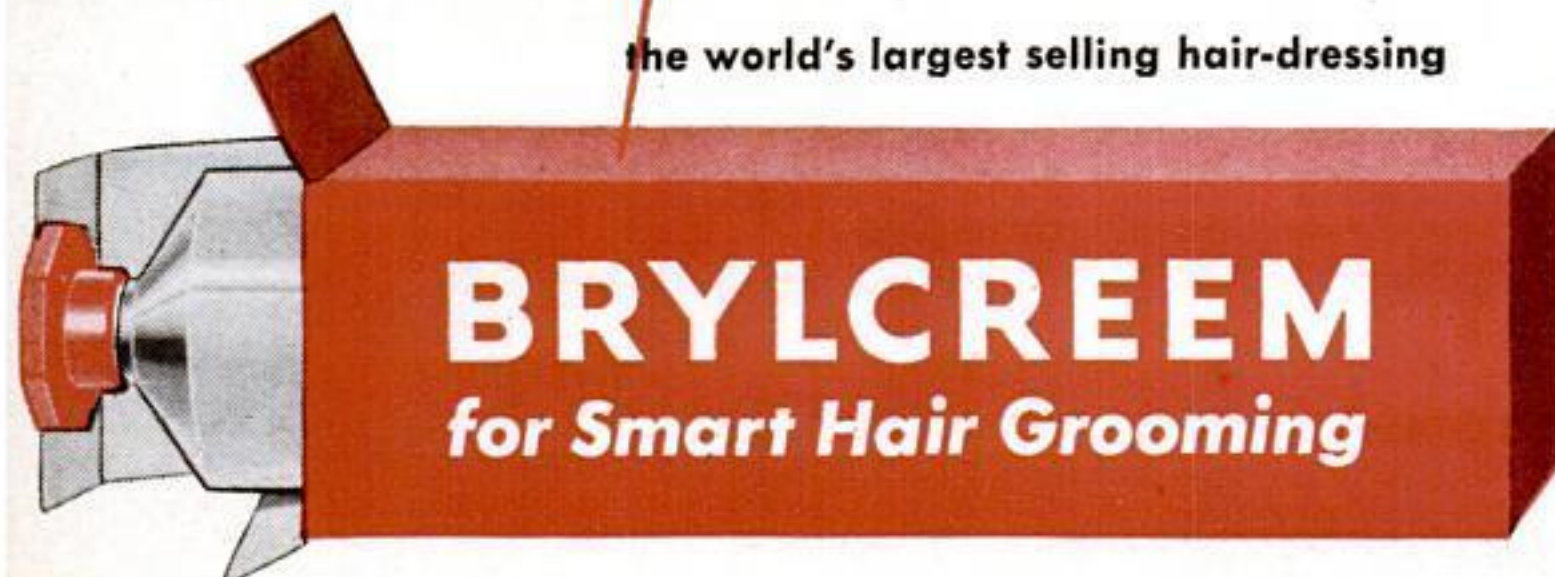
THE **SMART LOOK** IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy-Not Messy!

TV MOTHER CONTINUED



EMERGENCY GUARDIAN of Desautels children, CBS usher waits grimly to escort tots from studio to dressing room during tense dress rehearsal.



REHEARSAL OVER, Patty takes flock out for a bite to eat. When father had finished his work that day, he came to see the actual show with the kids.



Matchless enjoy-mint
(and wait 'til you inhale that cool mint flavor!)



The candy with the hole ... Still only 5¢

THE TRADE-MARK "LIFE SAVERS" IDENTIFIES "THE CANDY WITH THE HOLE" MADE EXCLUSIVELY BY LIFE SAVERS CORPORATION IN U. S. A. AND AFFILIATES THROUGHOUT THE WORLD.

Four young girls in masks,
ashen paint and leather capes
pause by road on the way
to initiation ceremonies where,
by ancient Basuto precept,
they will be taught
the duties of womanhood.



LAND OF TRANQUILITY

Africa's Basutoland retains its ancient dignity

Photographed by ERNST HAAS

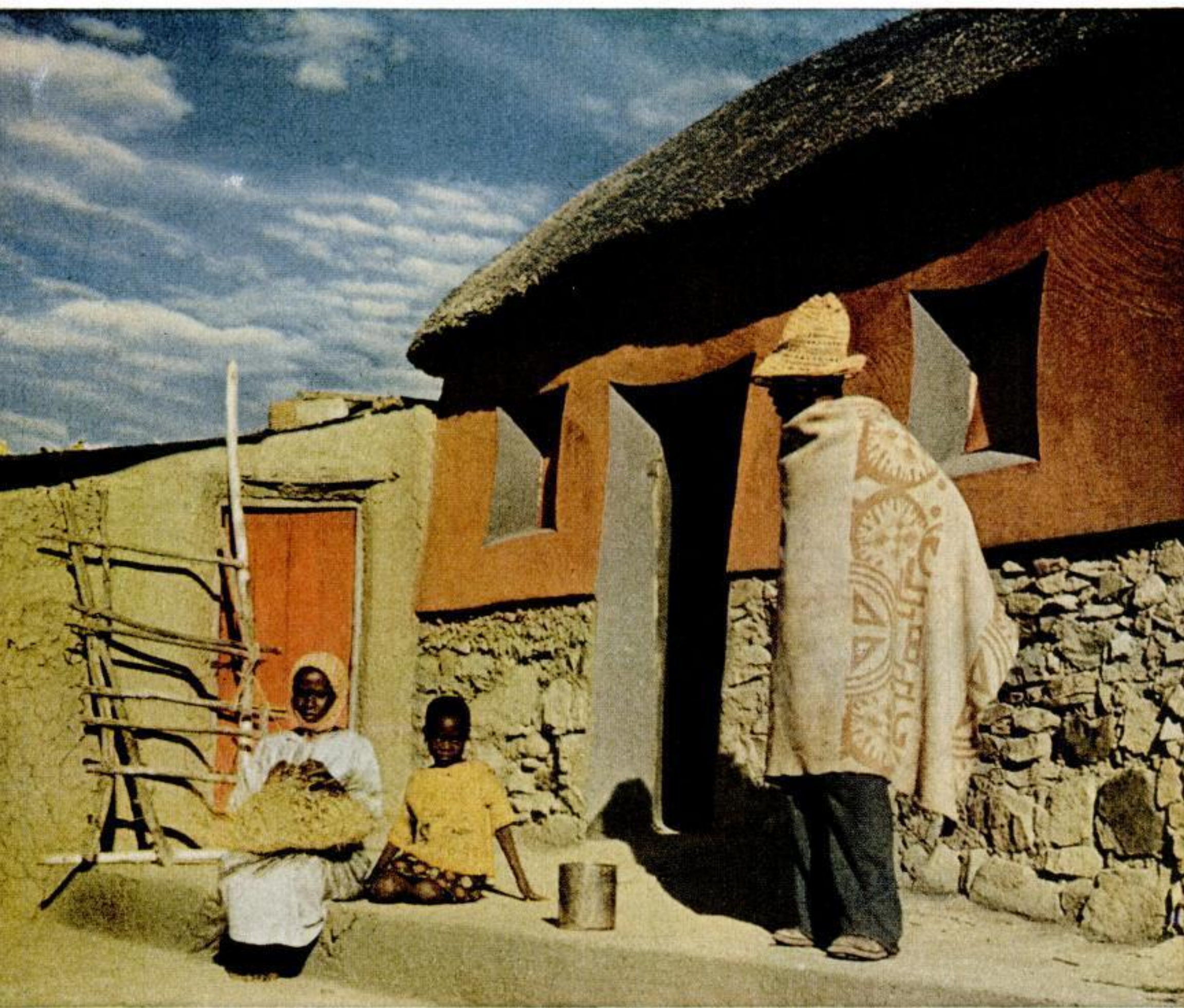


After taking his poetic photographic images of New York City (LIFE, Sept. 14 and Sept. 21, 1953), Ernst Haas traveled halfway down the world to the troubled South African metropolis of Johannesburg. Roaming the streets, he was struck by the calm dignity of some young Negroes who walked along seemingly untouched by the problems their race faced there. "I learned," Haas reports, "that they were from Basutoland, in the city to earn money working the mines so they could return to the 'land of tranquility,' as they call it, buy cattle and marry. So I thought when the time comes, I should go there and, in a small

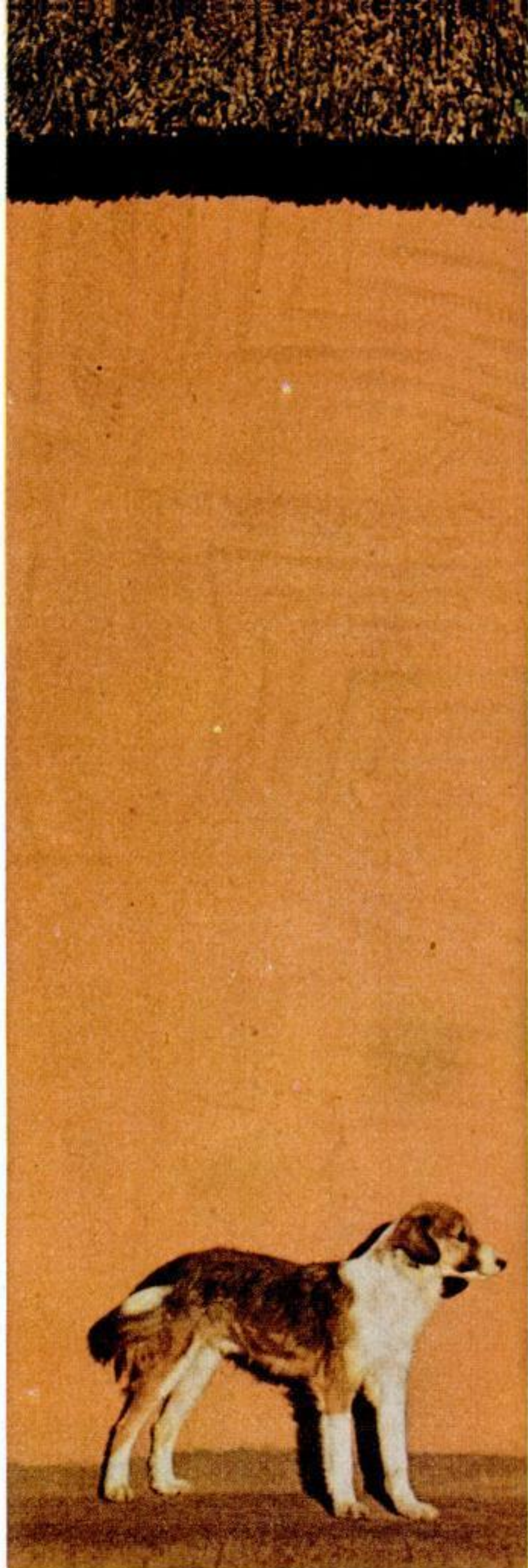
fragment, tell something of what it means to belong to the South Africa which has been eternal."

Haas went to Basutoland, about 200 miles south of Johannesburg. A proud nation, the Basuto trace their origin back through tribal memory to a mythical moment when the first Basuto rose from the reeds by Lake Ntsuanatsatsi, where spirits of the dead now dwell. Basutoland, a temperate plateau, is primarily agricultural. Once threatened by Zulu and Boer invasions, it is now a peaceful British protectorate. On these pages are Haas's impressions of this beautiful part of Africa.

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A farmer's wife weaves a straw hat as her husband stands by wearing a blanket decorated with bright symbols whose meanings are long forgotten.



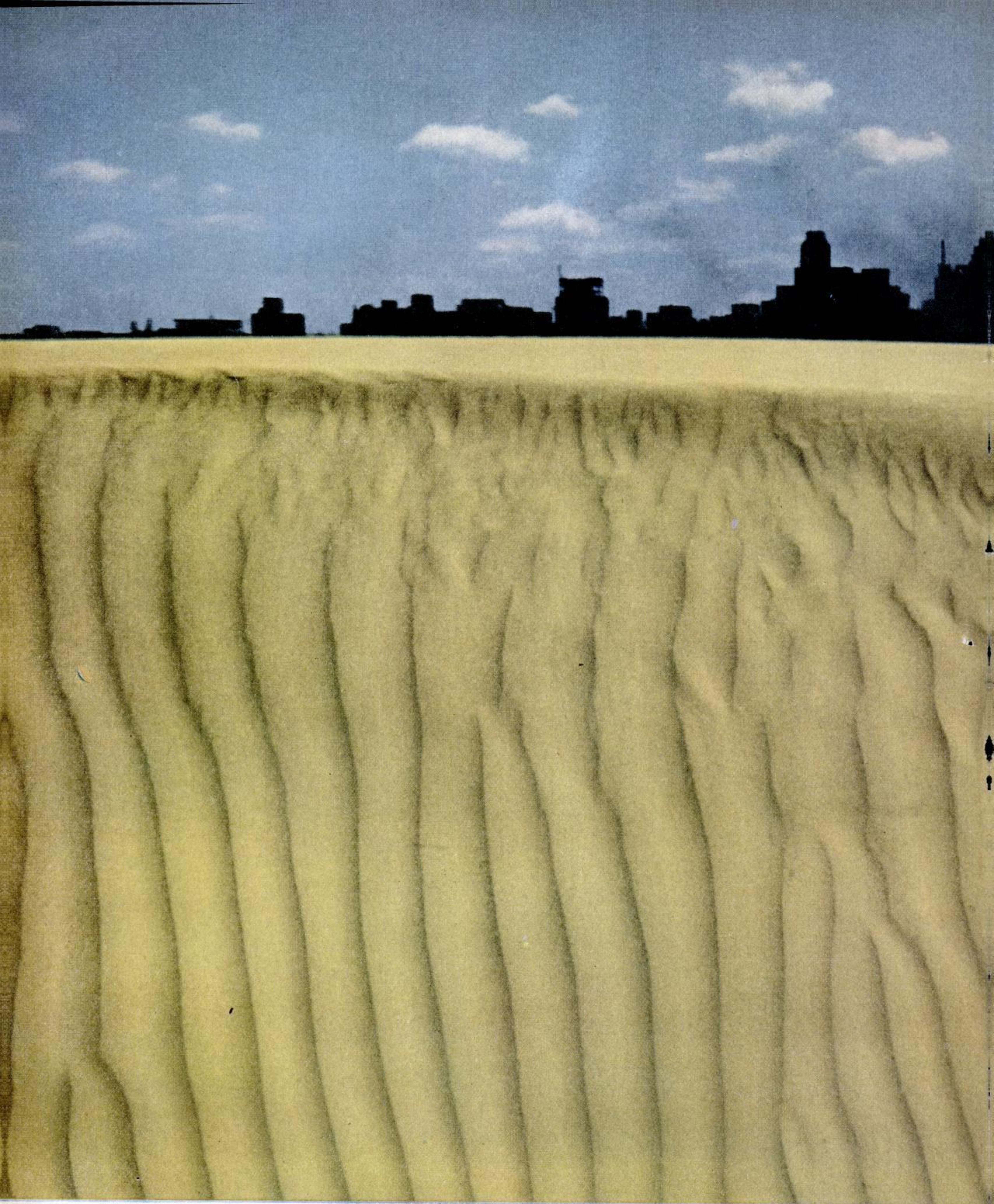
In the late sunlight a Basuto family leaves its mud-plastered hut for the evening's talk and gossip.



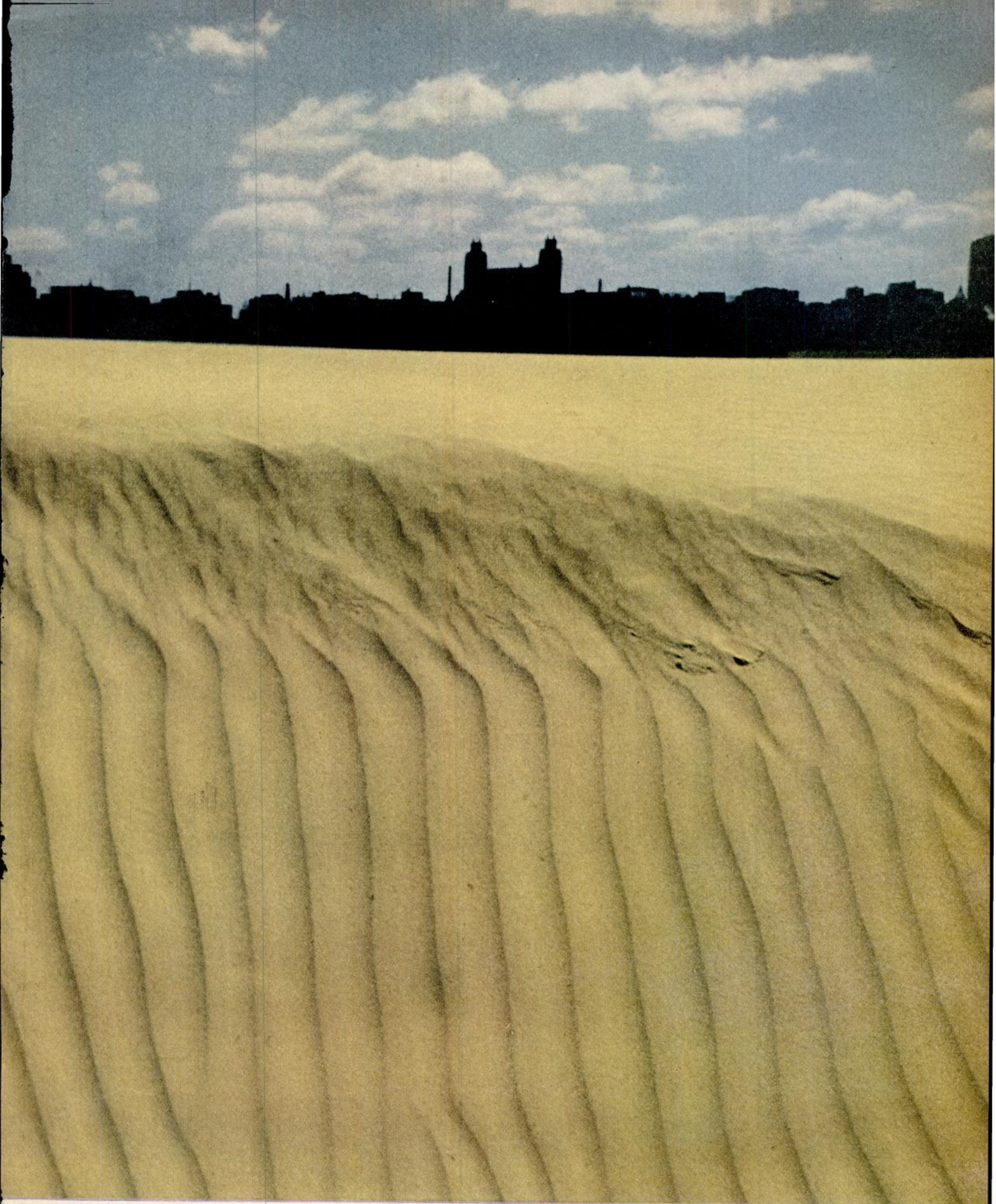
Neatly dressed and set on the step, a boy sits obediently as his dog hops off to help herd the cattle.

Dusk in a backyard in Maseru, the Basuto capital, brings out a dog to scavenge beneath the family wash.





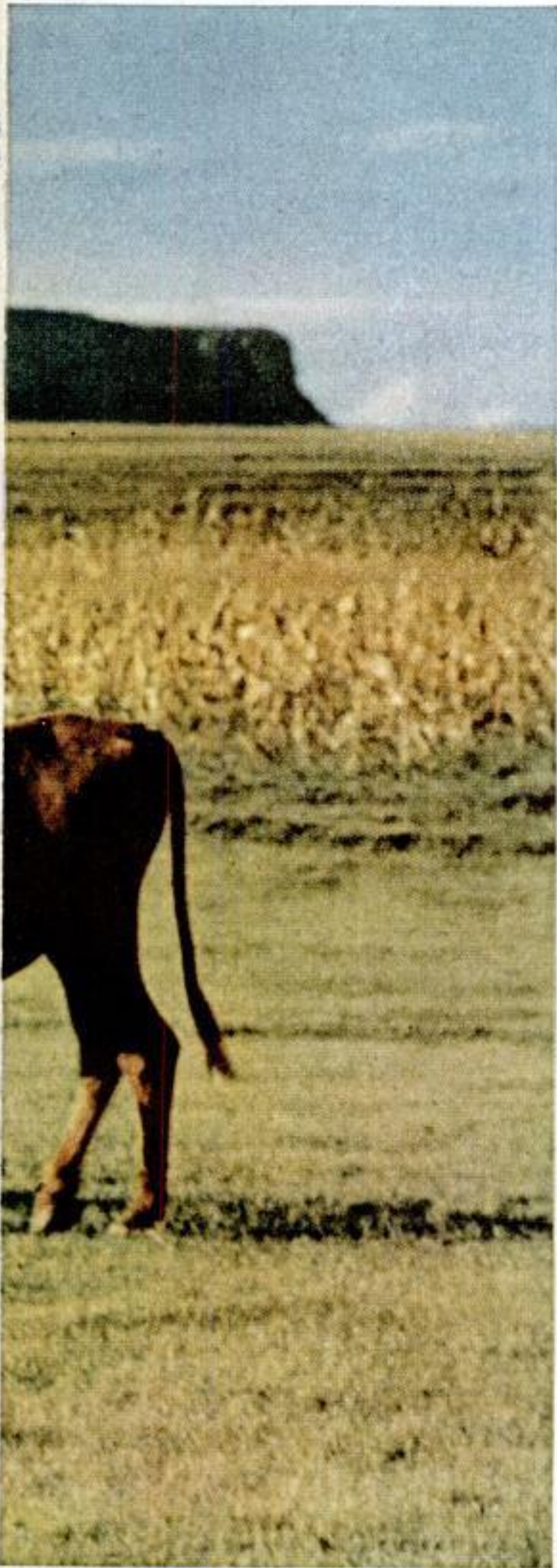
The skyline of Johannesburg straddles a mountain of earth dug from a gold mine.
Young Basuto come to the mines to earn cash, but many become



so enamored of the excitement and extravagance of life in their squalid section of the city that the road back to the farm becomes a long voyage home.

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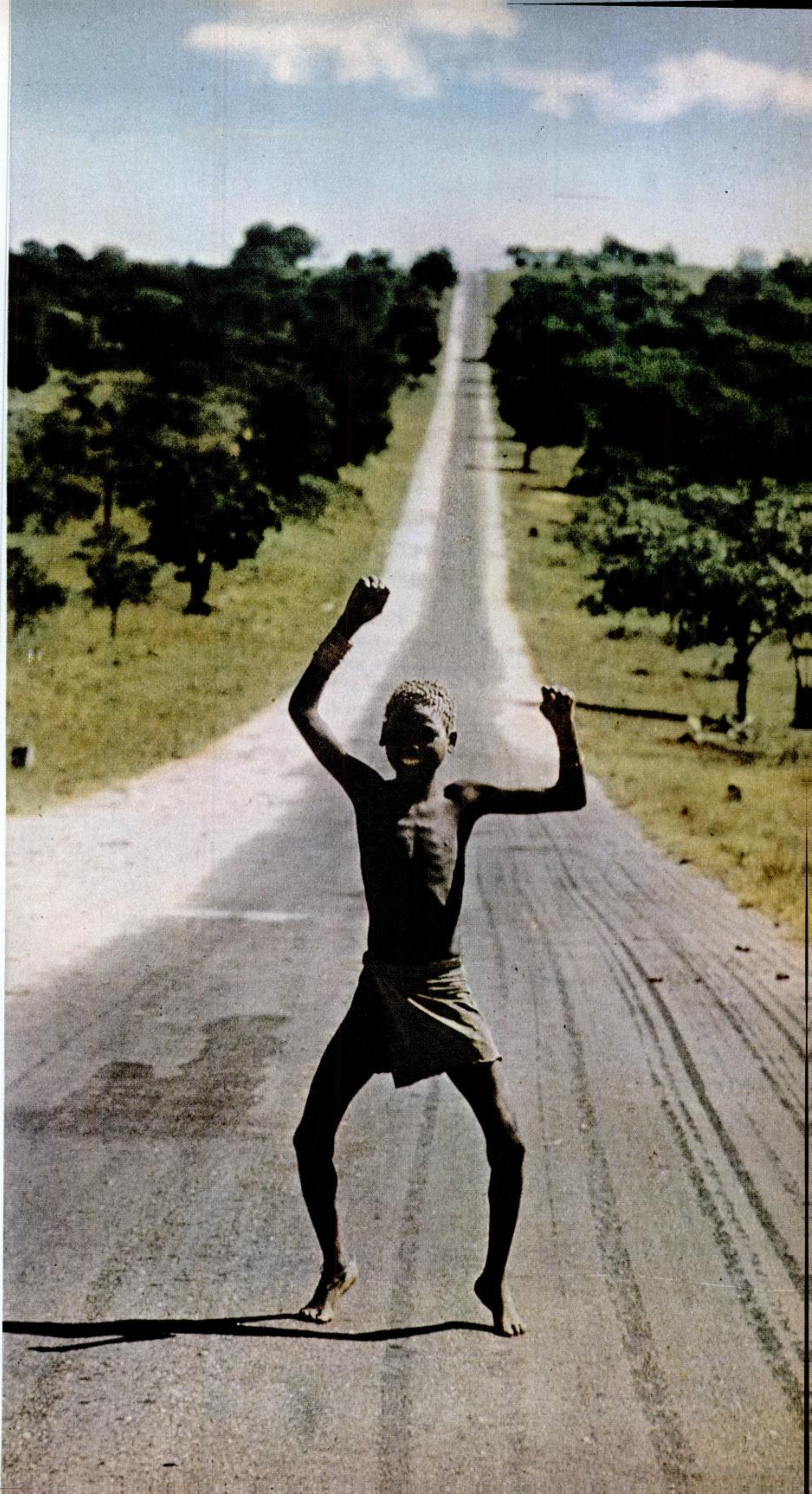


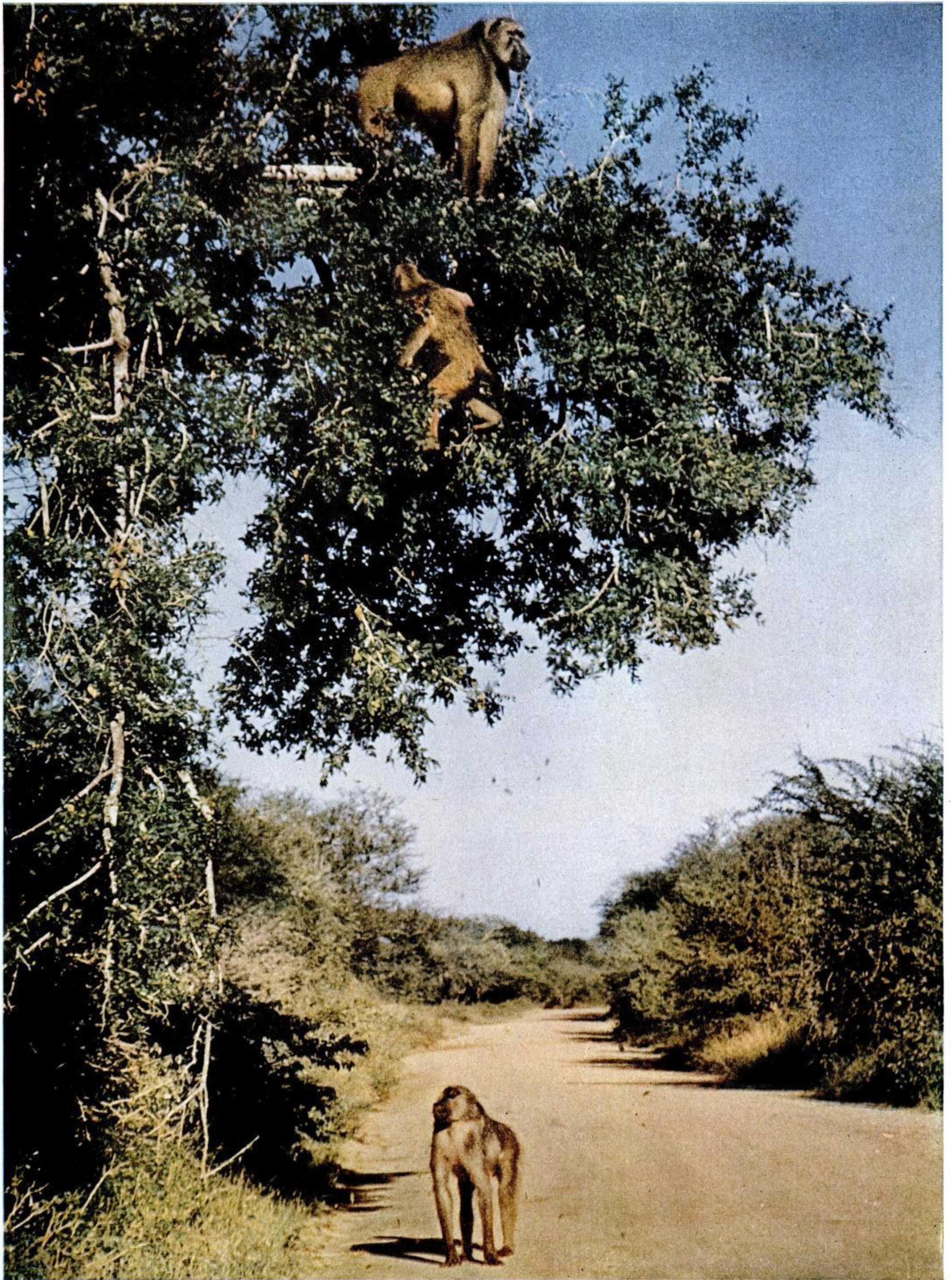


In the lowlands near
a butte-like plateau
a bare-buttocked boy herds
his father's cattle past a cornfield.

In highlands a thatched village
clusters on a site picked,
like many Basuto sites,
for the beauty of its wide view.

On the straight road north
to Johannesburg a grinning boy
calls to Photographer Haas
for "*ponk-ponk*" (candy).





Sometimes baboons, traveling in troops, cause such crop damage that the live-and-let-live inhabitants have to hunt and destroy them. Here two of a trio

take to a tree, the patriarch assuming his rightful place at the top, while a third remains in the road, ready to face down the approaching traveler.

MAN-it's Super-Charged!



NEW TOP OCTANE *Sky Chief*

SUPER-CHARGED with **PETROX**

delivers **EXTRA POWER**

... EXTRA GASOLINE MILEAGE!

PROVED . . . by more than a million miles of testing: New Sky Chief, Super-Charged with PETROX, an exclusive petroleum base element developed by Texaco engineers, assures you . . .

MAXIMUM POWER—yet actually CUTS ENGINE WEAR! Valves, valve guides, valve seats, pistons and piston rings are protected against wear, glazing and harmful deposits. Ring wear on test cars reduced up to 45% . . . *spark plug life and efficiency extended over 300%!*

A CLEANER, SMOOTHER ENGINE. Intake system deposits cut down as much as 38%. Extra engine cleanliness like this means smoother, knock-free power.

TRUE ECONOMY. Your engine stays younger. Maximum power with less wear means lower repair bills—and real extra gasoline mileage you can check.

CLIMATE CONTROL. New top octane Sky Chief is 100% *Climate-Controlled*—specially blended for top performance wherever you drive, in each one of the 25 weather areas of the U.S.A., as established by Texaco engineers.

Get this new smoothness, new responsiveness—quicker starts, warm-ups, get-aways, knock-free power a-plenty on the highways, up the hills. Fill up today at your Texaco Dealer, *the best friend your car has ever had.*

WHAT IS PETROX? Petrox is a new element, or additive, wholly derived from petroleum. Developed by Texaco engineers, Petrox is an exclusive Texaco product.

It is a petro-chemical completely different in composition from any other additive. It is the only such additive being used in any gasoline. The fact that it is made entirely from petroleum is important because it does not contain anything that can leave harmful engine deposits.

Furthermore, Petrox adds a brand new function: the ability to reduce engine wear. As a result, the consistent users of new Sky Chief gasoline are assured maximum power and longer engine life.

TOP OCTANE

Sky Chief

Super-Charged with **PETROX**

at **TEXACO DEALERS** in all 48 states

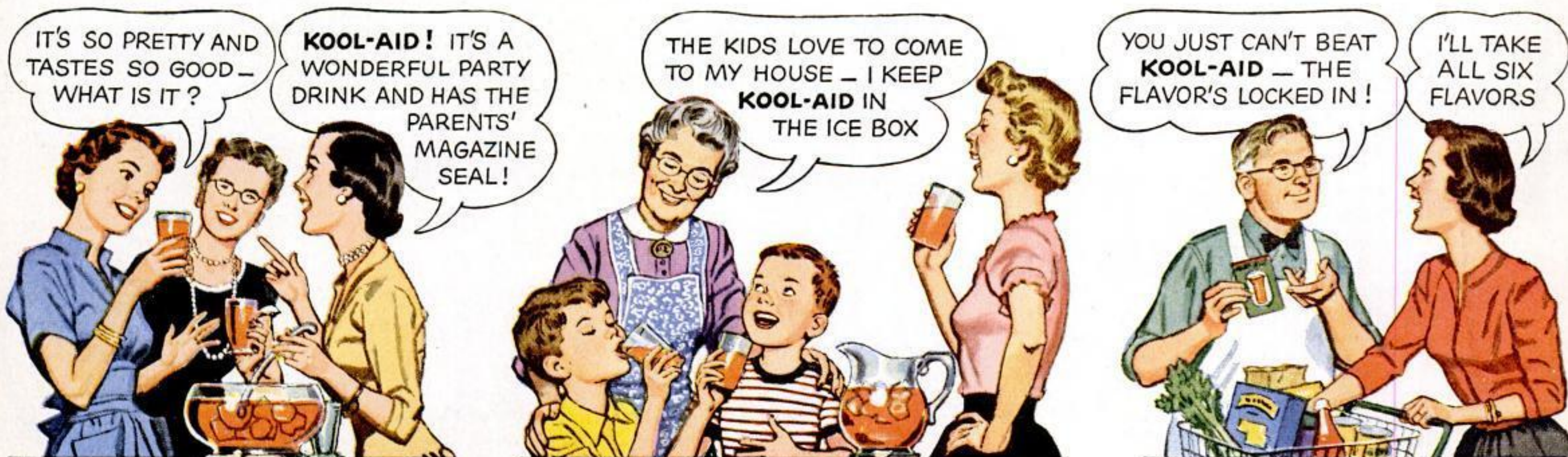
Texaco Products are also distributed in Canada and Latin America





Millions and millions and millions love Kool-Aid . . . and you will, too!

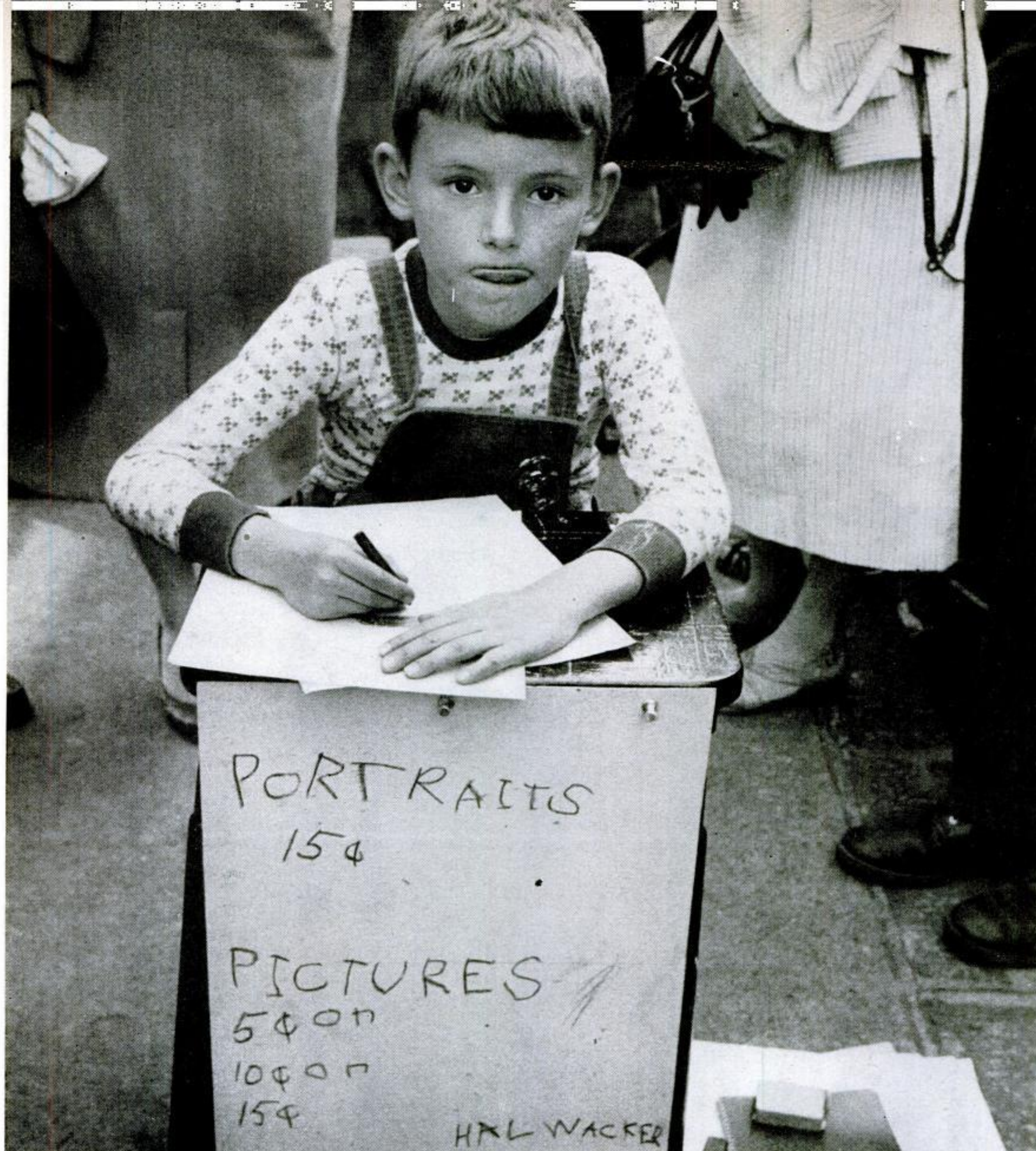
Kool-Aid... 5¢ package makes two quarts



© 1954 PERKINS PRODUCTS CO.

Kool-Aid is America's favorite drink in an envelope

ANOTHER FINE PRODUCT
OF GENERAL FOODS

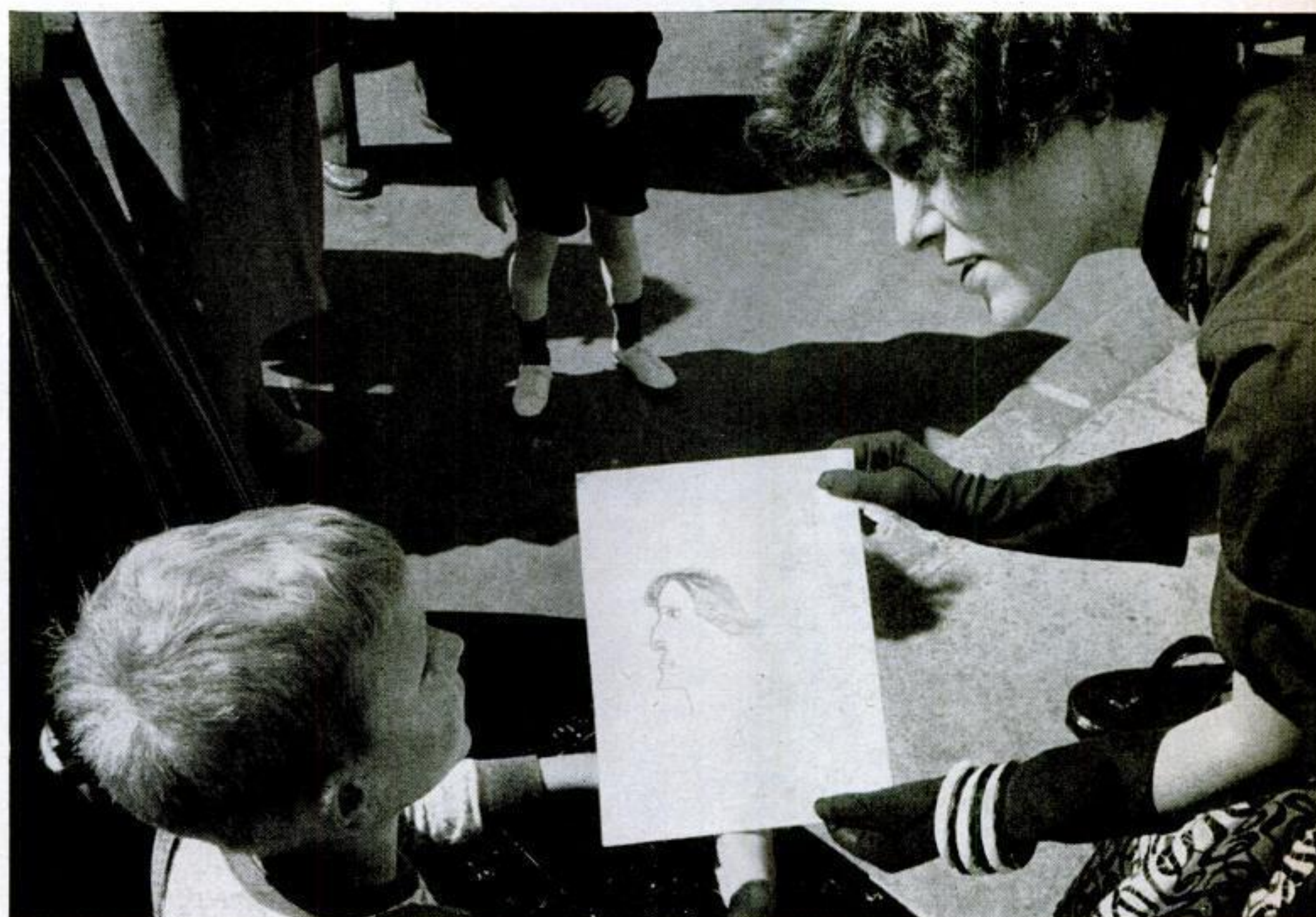


ARTIST AT WORK thoughtfully bites tongue and studies his sitter. Unaware of crowd, he worked cautiously, seldom erasing or redoing work. Though prepared to do "pictures" of other subjects, costing from 5¢ to 15¢, he had no takers for these.

15¢ a Head

A BOY, 6, HAS AN EYE FOR ART AND PROFITS

Like many of his contemporaries who have taken summer jobs (*LIFE*, June 21) 6-year-old Hal Wacker of New York City recently decided to get into business as an artist, operating from a sidewalk near his home. Since his prices were reasonable and his open-air studio conveniently located close to Washington Square where there is always a flow of passers-by friendly to the arts, Hal did not have long to wait before getting a customer. Working with earnest concentration, he soon convinced spectators that, though self taught, he had a sure, and sometimes deadly, eye for a likeness. By the end of the day Hal had pocketed \$9.15. Confident of future earnings, he judiciously invested part of his money in a wallet. Then he went out and made a purchase more in keeping with an artist's spirit of abandon (*next page*).



FINISHED FACE is handed customer after artist has affixed signature. The son of a painter, Hal

spends most of his nonworking hours on a busman's holiday, doing paintings in oils and water colors.

NEW COLGATE INSTANT BARBER SHAVE



**INSTANT
LATHER...
SO RICH
IT STANDS UP!**

**AND LOCKS YOUR
WHISKERS IN LATHER!**

Yes! Never before a lather like this!
Brought to you exclusively by Colgate
for the cleanest, fastest, most com-
fortable shaves of your life.

**NO OTHER KIND OF
SHAVING SO FAST-SO
COMFORTABLE!**

Countless, creamy bubbles hold each
whisker firmly against the razor's
edge for smooth, fast shaves. Get
Colgate Instant Barber Shave!

**Gives faster, easier shaves
than any brushless or lather!**

ONLY 79¢
About 3 months supply

**FOR THE KIND OF SHAVES - EVERY MAN CRAVES
GET NEW COLGATE INSTANT BARBER SHAVE**



BOY ARTIST CONTINUED



HAL'S PORTRAITS, done in careful outline, capture characteristic fea-
tures of his sitters but reveal a particular fascination for noses. His customers
include a commercial artist (*top*), an airline stewardess (*center*) and Painter
Earl Kerkam (*below*). Most of the portraits were completed in five minutes.



EATING HIS EARNINGS, Hal munches on an ice cream stick which he
purchased with first day's income and talks shop with a sidewalk competitor.

THIS IS IT! **L&M NOW KING SIZE** **OR REGULAR**

*Much
More Flavor
Much Less
Nicotine!*



BOTH
*Same Low
Price!*

**It's the FILTER that Counts —
and L&M has the Best!**

L&Ms have already won the quickest, most enthusiastic nation-wide acceptance a cigarette ever had. Now, L&M comes to you in king-size, too ... the same great cigarette — *at the same low price* as regular.

In either size—only L&M Filters give you the

Miracle Tip — the effective filtration you need. You get much more flavor — much less nicotine — a light and mild smoke. Remember, it's the filter that counts ... and L&M has the best!

Today, buy L&Ms king-size or regular.
THEY'RE JUST WHAT THE DOCTOR ORDERED!

MIRACLE TIP



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L&M — AMERICA'S HIGHEST QUALITY FILTER CIGARETTE

THE GOLDEN AGE

The Golden Age is timeless. It can come to many people, in many places; and has. The Golden Age is always in the hearts of men, sometimes quietly, sometimes exultantly.

The Golden Age is an expression of spirit and mind and environment.

We see it in a medieval tournament—and in the World Series. It is the Greek discus-thrower, the sails of the *Flying Cloud*, the flight of a jet airliner.

The Golden Age is summertime in childhood . . . April in Paris . . . the four-minute mile . . . the surf at Oahu . . . the conquest of Everest . . . the Bermuda Race . . . a creel of rainbow trout . . . Derby Day at Epsom Downs. It's Acapulco and Malibu, Yankee Stadium and Bonneville Flats.



The people who live a Golden Age may be six years old, or sixteen, or sixty.

Like the Golden Age they live, these people break through the boundaries of time. Changing days and years do not constrain them. But the ticking of the second hand drives them on. Their world is limitless, new, and exciting. Theirs is the expanding universe.

These are the people who are never too tired to seek. They are impelled to activity, either of mind or body, or both. And those who live The Golden Age not only possess the resourcefulness to seek, but usually have the good fortune to find the rewards which make activity golden: a favorite leather hunting jacket; fresh snow on a ski trail; the drone of a sweet-running engine; the company of friends.

Many of them have already found SPORTS ILLUSTRATED.



The readers of SPORTS ILLUSTRATED will be families who know and enjoy The Golden Age. For SPORTS ILLUSTRATED will bring each week the vision and the reality, the color and the spectacle, of the land we play in . . . where people live, act, and sometimes dream—The Golden Age.

SPORTS ILLUSTRATED looks forward to being the reporter, and in part the interpreter, of the moments and the days which make The Golden Age.

Journalistically, The Golden Age comes once in a blue moon. SPORTS ILLUSTRATED begins today.

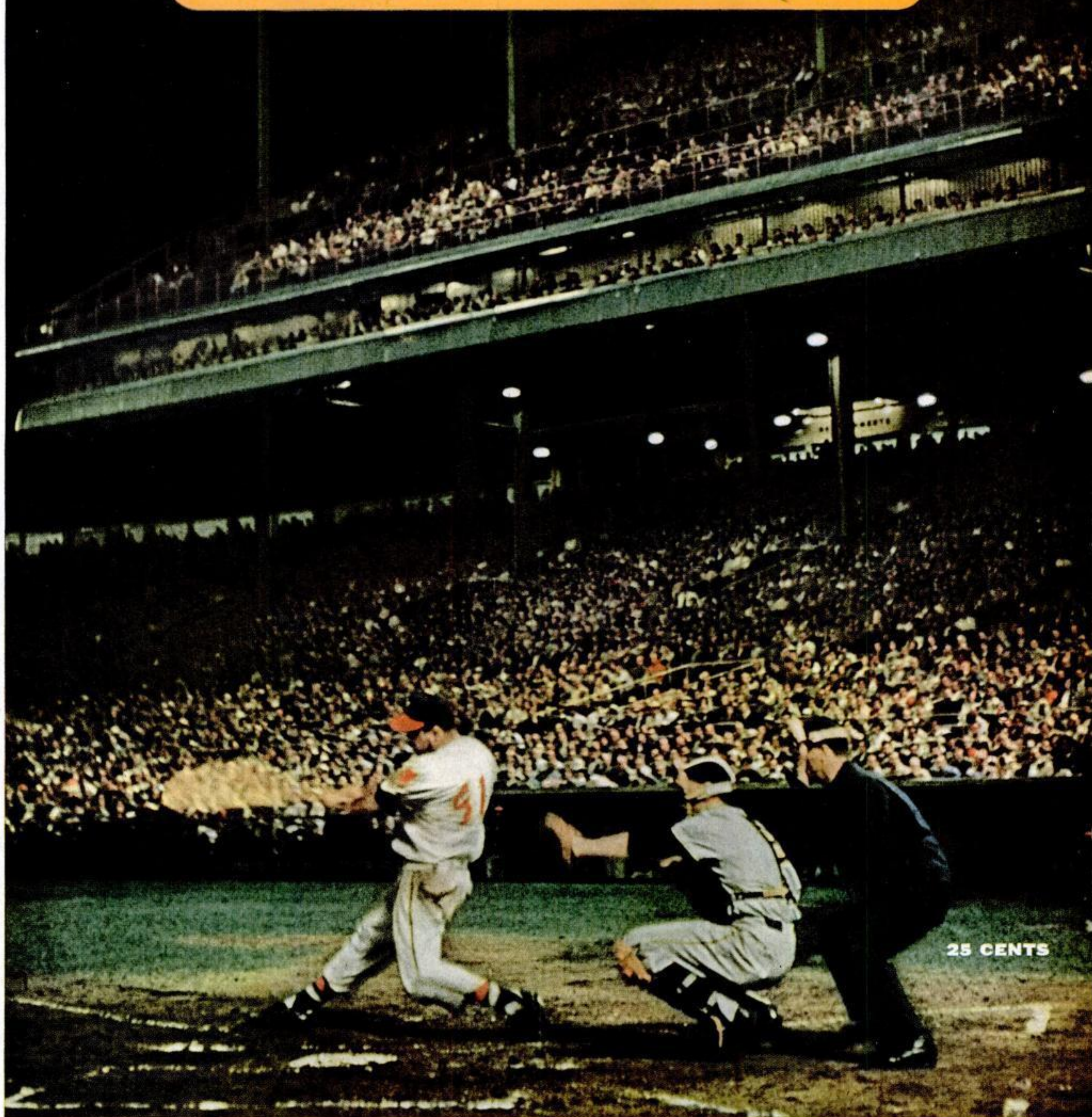
TIME INC., 9 Rockefeller Plaza, New York 20, N. Y.

FIRST ISSUE

AUGUST 16, 1954

SPORTS

ILLUSTRATED



25 CENTS

OUT THIS WEEK

BEEN GOOD TODAY?
CLAIM THIS REWARD—

Ice cream with Pineapple

Sundaes topped with canned Pineapple—like ice cream and sherbets made with Pineapple—have exciting flavor. Desserts, salads, bakings and meat dishes... the more canned Pineapple in your eating the more you'll like all that you eat. Keep a kitchen "PINEAPPLE SHELF" well-stocked with all 5 forms of this tropic fruit. Reach often for the flavor Nature stores only in canned Pineapple!

CANNED TROPIC-FRESH
Nature's most refreshing flavor

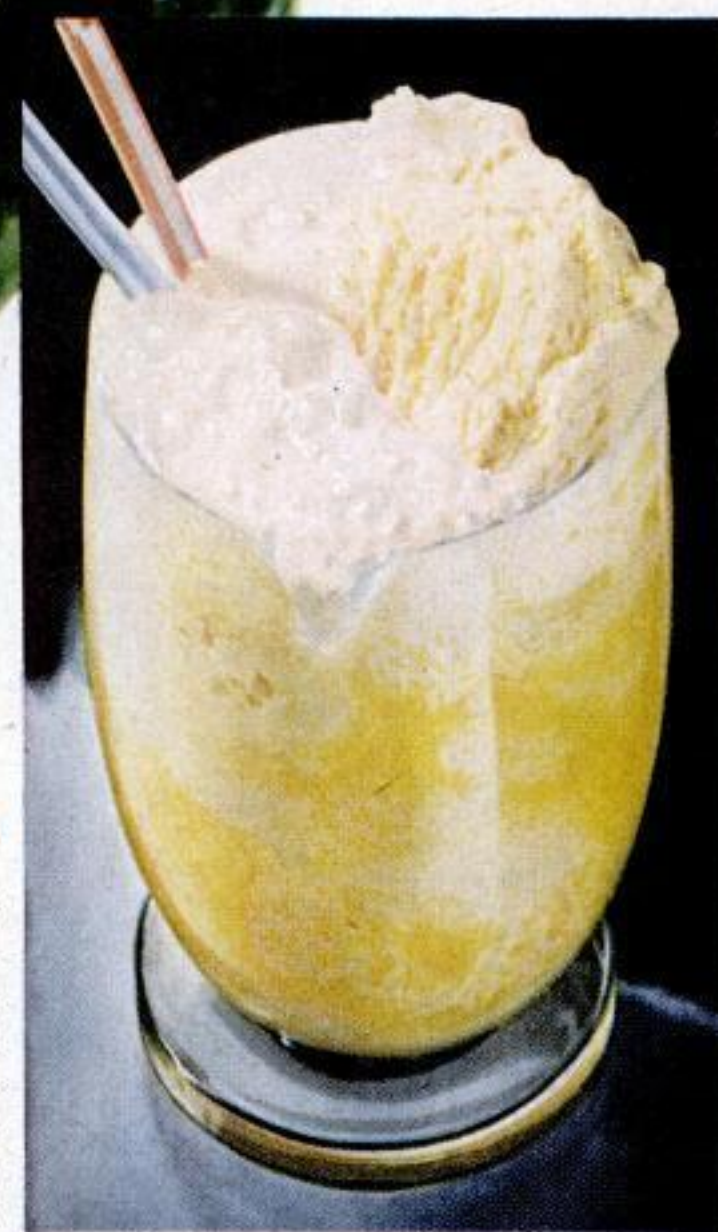


Pineapple Sundaes

sing with flavor! Spoon golden Crushed Pineapple over vanilla or Pineapple ice cream. Or sprinkle each ice cream serving with Pineapple Tidbits. Marvelous for dessert or any refreshment occasion

Pineapple Sodas

perk up a party! In each tall glass put a big spoonful of Pineapple ice cream. Fill glass about $\frac{2}{3}$ full with Pineapple Juice, mash and mix slightly. Drop in another spoonful of ice cream, then add chilled sparkling water to fill





OVERLOOKING A WORKERS' TRAILER COURT, REV. JOHN GENSEL (RIGHT) AND HELPERS PUT UP 14-FOOT CROSS TO MARK LOCATION OF CHAPEL-ON-WHEELS

FAITH MOVES WITH WORSHIPERS

Trailer chapels serve atomic plant workers in Ohio

With U.S. families moving about the country as never before, the church is now ministering to a parade, as one Protestant official recently remarked. This is particularly true within the new, mobile industrial society created by the billion-dollar government construction jobs that began with World War II. The workers who belong to this society are usually skilled and intelligent, but many live in trailers and are relatively rootless. In the southern part of Ohio, where 22,500 workers are putting up a mammoth uranium processing plant,

the National Council of Churches, representing 30 Protestant denominations, is trying to solve the religion problems of the free-wheeling workers with five mobile trailer chapels. Each chapel is supported by a different denomination and each has a definite district to serve since the workers live over a four-county area. Services, however, are nondenominational, though some of the trailer ministers, like the Reverend John Gensel who represents the Lutherans, also give services in the ritual of their own faiths for those who prefer it.



MR. GENSEL HOLDS LUTHERAN SERVICE IN A BORROWED PRESBYTERIAN CHURCH →

CONTINUED ON NEXT PAGE

Gentle EX-LAX helps you toward YOUR NORMAL REGULARITY!



TONIGHT—If you need a laxative, take chocolated EX-LAX, America's best-tasting laxative. Take it at bedtime—it won't disturb your sleep.



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NEXT DAY—EX-LAX continues to help you toward your *normal regularity*. You hardly ever have to take EX-LAX again the next night!

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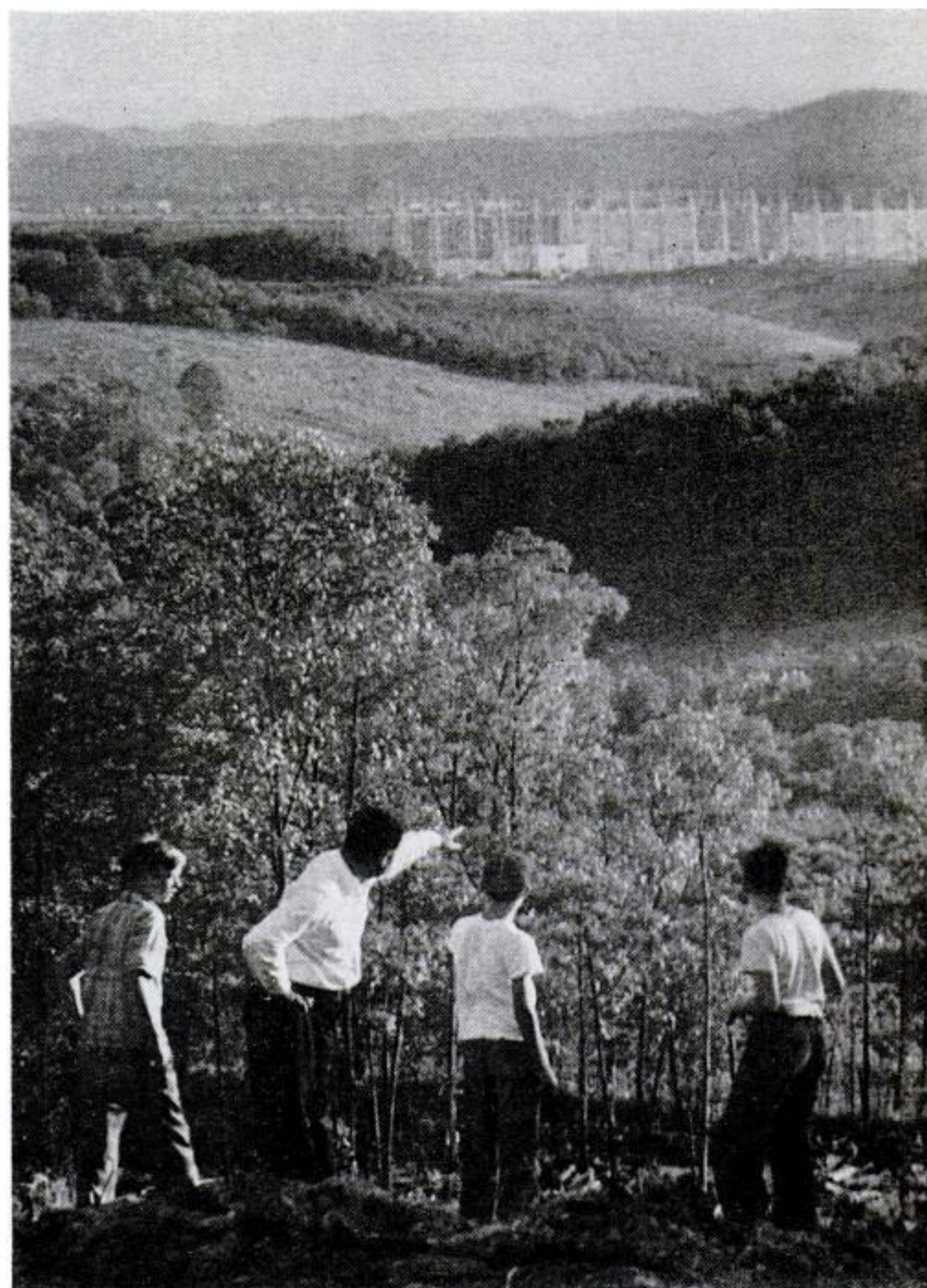
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THE CHOCOLATED LAXATIVE

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MORE PEOPLE YOUNG AND OLD USE EX-LAX THAN ANY OTHER LAXATIVE

Trailer Chapels CONTINUED



WHERE PARENTS WORK on the big atomic plant is pointed out by Rev. Mr. Gensel to migrant children who attend his outdoor Bible class (below).



HOW JESUS TAUGHT is explained to young Bible students. "He was an itinerant preacher," the minister says. Handicraft classes are held in the tent.

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THE SHOE FOR CHILDREN

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THE T-SHIRT YOU BUY TO FIT .. AND IT STAYS THAT WAY.

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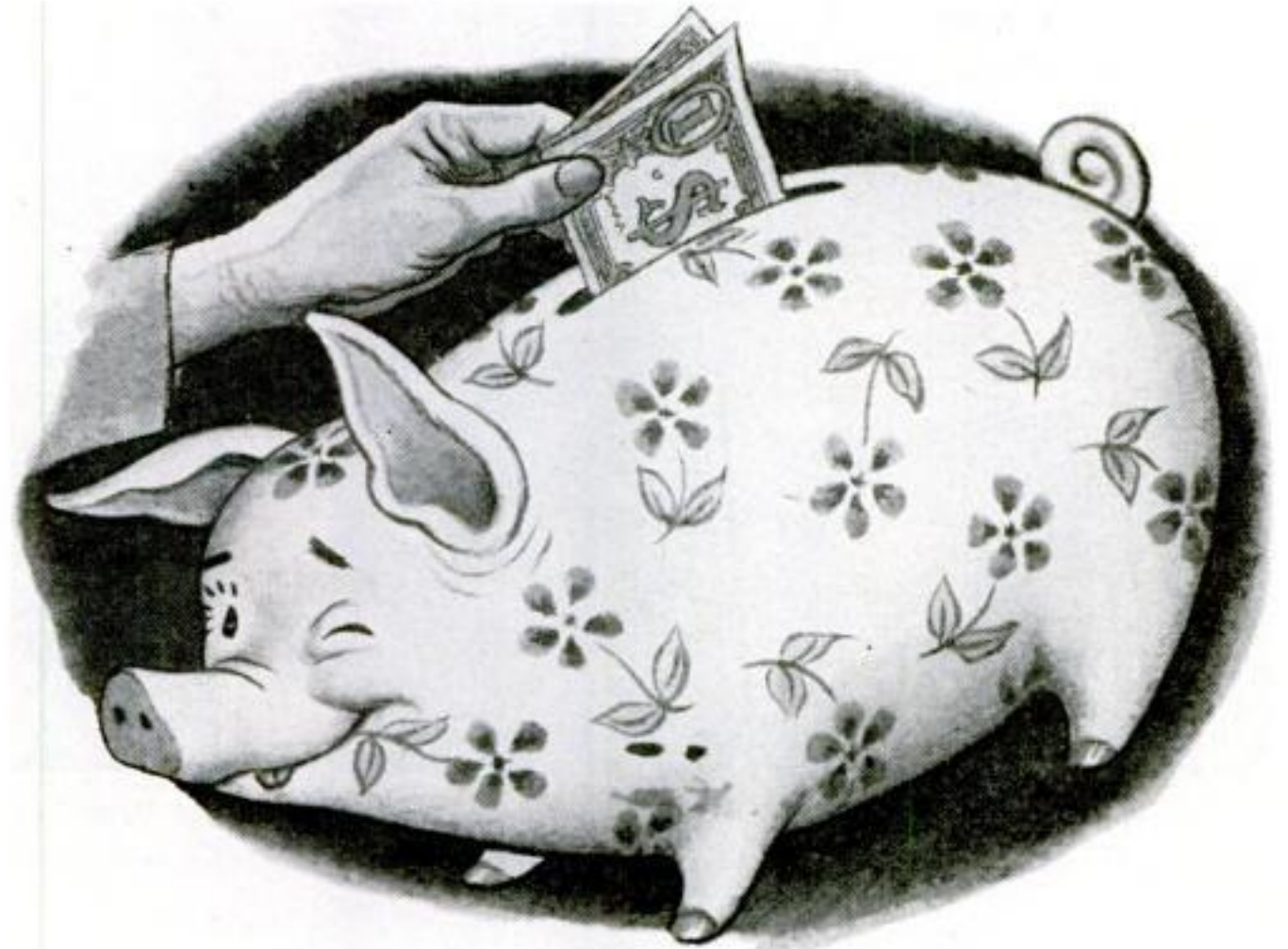
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For *fast, even, clean* heat . . . for *fuel economy* . . . for *effortless* comfort—install completely automatic American-Standard hot water heating **NOW!**

You'll get dependable heat *year after year*, for every American-Standard boiler is made of corrosion-resistant, pressure-tested cast iron to provide the longest service you've ever seen. And remember there's a modern American-Standard boiler to fit your particular needs, to get the

most heat from the fuel you prefer.

Get ready for next winter! Let your American-Standard retailer install your new boiler now before freezing weather sets in. He's listed in the Yellow Pages of your phone book under "heating equipment." Save delays by having him put that boiler in now before the fall rush starts. And ask him about easy payment terms. **American Radiator & Standard Sanitary Corp., Dept. RL-84, Pittsburgh 30, Pa.**



Even with no down payment you pay as little as \$2.98 a week, plus installation, for this efficient new American-Standard boiler.



IN DANCE HALL Rev. Mr. Gensel hangs picture of Timothy, the good helper, over less-devout sign.



IN WASHHOUSE at Jasper Trailer Gardens Mr. Gensel conducts afternoon Bible class for women.

He also gives Spanish lessons to the workers and families to gain their friendship and confidence.

'THERE ARE NO HOLY PLACES AND NO HOLY HOURS'

There are many churches in the area of the new atomic plant where the migrants might worship, but too often there is no rapport between them and the "natives." The latter tend to look upon the newcomers as "gypsies," while the migrants in turn feel more at home among their own people. Acknowledging this problem, the Reverend Mr. Gensel may in any week move his trailer chapel as many as four times, usually pulling it with a truck. On Sunday mornings he holds his nondenominational services at the Jolly Spot, which is a dance hall the rest of the week, and

on weekdays he holds meetings in his own trailer or in the trailers of his congregation. "There are no holy places and no holy hours," he says.

His emphasis is on the children who, he feels, suffer most from a shifting life. "The child hasn't reached that maturity where he knows that all life is temporary," he declares, "and that one is always saying goodbye." Many of his young parishioners may be saying goodbye soon. When construction jobs finish at the Ohio plant, the workers will move on again, perhaps to Colorado to work on the new Air Force Academy.

ON A MEADOW MR. GENSEL WINS CHILDREN'S HEARTS BY GIVING THEM A RECESS FROM THEIR BIBLE LESSONS TO PLAY A GAME OF RING-AROUND-A-ROSY



“I’ve been patient up to
now, boss, but isn’t it
time you turned to
Old Gold... a name
you can trust!”



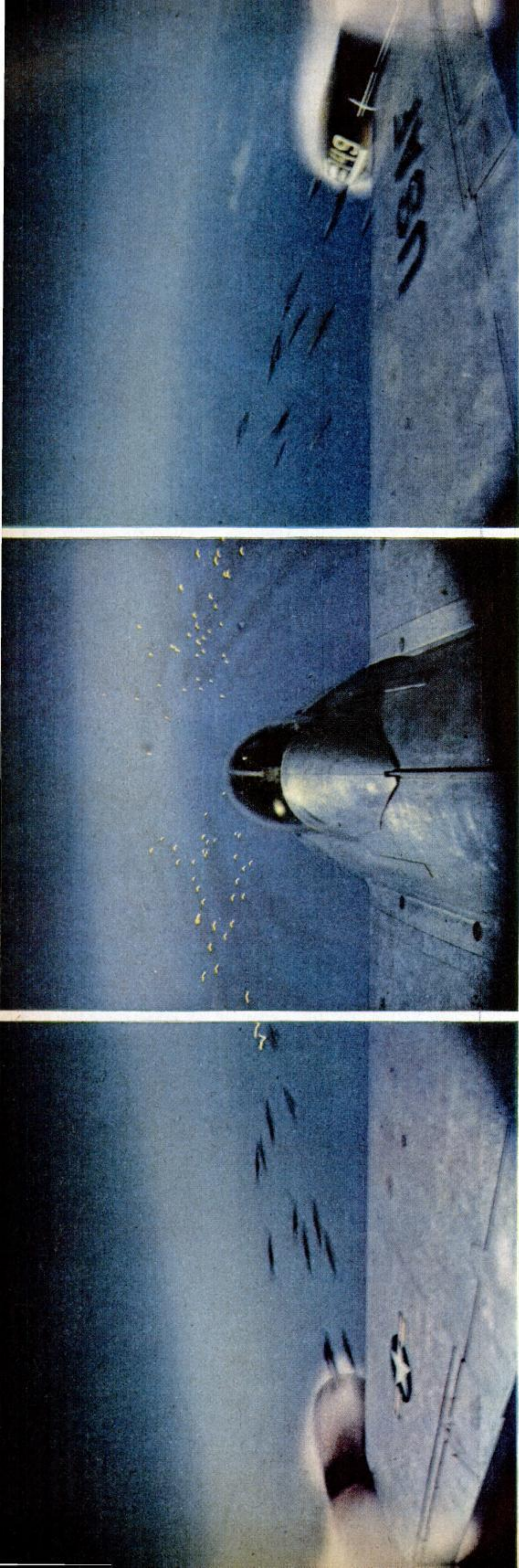
ENJOY A TREAT
INSTEAD OF
A TREATMENT!

If you're not sure the cigarette you are now smoking is the one for you . . . *today* is the day to turn to Old Gold and take comfort in this fact:

Ever since 1760 the makers of Old Golds have provided millions and millions of people with the care-

free pleasure of fine and friendly tobaccos—that's almost 200 years of honest and respected tobacco craftsmanship!

In both king size and regular . . . Old Gold is a name you can trust . . . a treat you can trust.



104 ROCKETS IN ONE BLAST

Scorpion launches a supersalvo

In a burst of fire which stabbed the sky with sudden pinpricks of light, 104 finned rockets streaked through the air, 30,000 feet above the Naval Air Missile Test Center on Point Mugu, Calif. They were fired in full salvo from the wing tips of an Air Force Scorpion F-89D, built by Northrop, the U.S.'s most heavily armed jet fighter. To record the salvo three high-speed robot cameras were lashed to the Scorpion's tail, one aimed over the plane's nose and one at each wing. The result was the composite picture above which impressively illustrates the massive firepower of modern warfare.

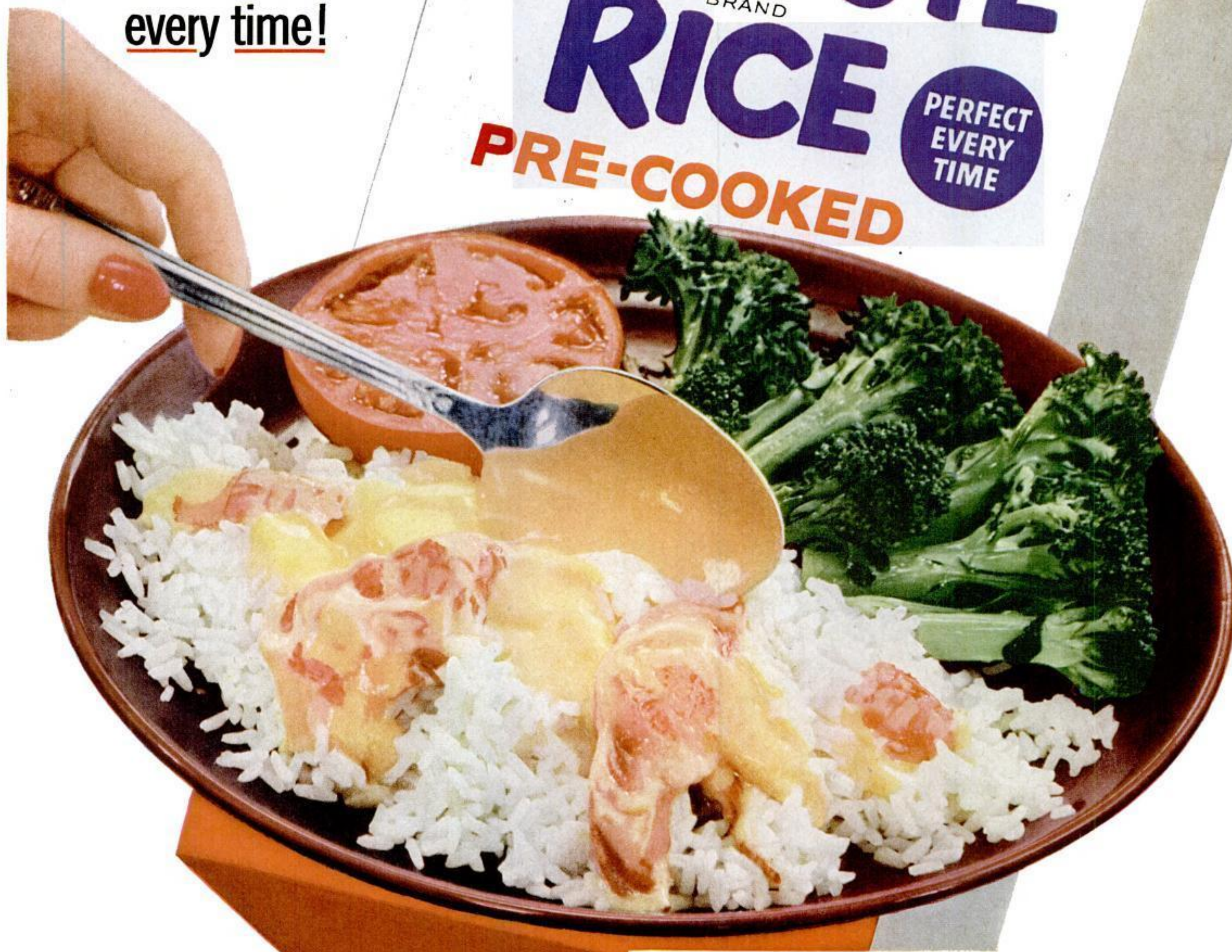
In another trial (*right*) from a red painted test plane the salvo haloed the wing tips with a hot white flame. The rockets are released by the radar observer seated in the two-man fighter's rear cockpit and each missile has enough explosive force to annihilate a heavy bomber.



PERFECT RICE WITHOUT COOKING

Just add
to boiling water
for perfect rice
every time!

MINUTE
BRAND
RICE
PRE-COOKED
PERFECT EVERY TIME



No washing! No rinsing!

No draining! No steaming!

Why steam over a hot stove this summer to fix perfect rice? Just add pre-cooked Minute Rice to boiling water and remove from heat. You don't boil Minute Rice, yet every grain swells out plump, separate and tender—the fluffiest, whitest rice that ever brightened a summer menu! And Minute Rice is fool-proof—you can't prepare it any way *but* perfect! Thrifty, too—be sure to ask for the big economy package.

Product of General Foods

Summer Sea Food Delight—Delightfully Cool To Fix!

MINUTE RICE WITH LOBSTER NEWBURG

No need to break the family bank to serve this elegant dish. It's delicious with canned lobster or cooked frozen lobster tails, as well as with fresh lobster. Use 1 cup of lobster and your favorite recipe for Newburg. And remember to be lavish with the Minute Rice. It's so thrifty—and no other rice, no vegetable, is so simple to fix!

For 4, merely add $1\frac{1}{3}$ cups Minute Rice and $\frac{1}{2}$ teaspoon salt to $1\frac{1}{2}$ cups boiling water. Cover, remove from heat, and let stand 13 minutes. No work, no watching, no sticky pans to scour—yet you couldn't fix a finer batch of rice if you fussed all day! Delightful with sea food, meat or poultry—in soups, casseroles, desserts. Look for tempting quick-fix recipes on every Minute Rice package.

Be nice to your husband



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Chairman Line Products come both in bottles (except Shaving Cream) and in the Stanley-Flex containers (fine for traveling) shown above.

Here's a sure way to delight your husband . . . or any man you wish to please. For his birthday, for Christmas, or for anytime you wish to make him particularly happy, remember him with gifts of Stanley's excellent, new "he man" Chairman Line Products and other Stanley Quality Plus Products designed for men. You shop for these, as well as

for many other superior Stanley grooming aids for yourself and children, at Stanley Hostess Parties. At these Parties too, your friendly Stanley Dealer demonstrates Stanley's wealth of Products to save you lots of time and work in practically every housekeeping task. Why not attend, or give, one of these fun-filled Stanley Parties soon?

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Millions of homemakers now shop yearly at Stanley's famous Hostess Parties. More than 12,000 of these enjoyable shopping Parties now take place each day. To arrange for your own Stanley Hostess Party, phone or write your Stanley Dealer, your nearest Stanley Home Products Branch Office, or communicate direct with Stanley's main office in Westfield, Mass.

(Copr. Stanley Home Products, Inc., 1954)



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Famous Stanley Hostess
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Stanley Home Products, Inc., Westfield, Mass.
Stanley Home Products of Canada, Ltd., London, Ont.



End of a Piquant Career

FRANCE MOURNS COLETTE, HER GREAT WOMAN WRITER

In 1893 a literary dandy, critic and hack writer named Henri Gauthier-Villars brought a young country girl back to Paris as his bride. When he found she had a knack for telling saucy stories about her schoolgirl adventures he encouraged her to write them down, locking her in a room with a blank composition book. "Don't be frightened of piquant details," he said. Her early scribbles, published under his pen name "Willy," made Gauthier-Villars rich. They also started his wife, under the name Colette, on a fabulous writing career.

After divorcing Willy, Colette went on to write over 50 books, full of "piquant details" about women in love. She also talked freely about herself, as in the captions on this and the following page. The public ate it up. She turned music hall dancer, war correspondent, playwright, cookery columnist and, always an animal lover, acted out her passionate fondness for cats (*above*). When she died last week, 81 and full of honors, her incorrigibly feminine life and work had become in France a prized national possession.

"There was no restraint in my impersonation of the cat" (above) Colette wrote. "I made it as feline as I could—even walking on all fours. I was fully recompensed. Thank you, O Cat . . . I still cherish you."



"I was just 11 years old," Colette says of portrait taken in Saint-Sauveur, Burgundy, where she grew up. Like Claudine, heroine of her early novels, she was as naive as "any little Tahitian before the missionaries got there."

A WOMAN OF MANY PARTS

Many of Colette's novels were thinly disguised autobiography. She was her own model (above) for the *Claudine* series, which described life in a school where girls were pursued by school officials. After her first divorce she toured music halls as Colette Willy (below) and wrote a novel about an actress called Willette Collie. At 60 she was wealthy and famous and startled friends by opening a beauty shop.

Her chief stock in trade was femininity. "Even the butcher," she wrote, reproving unfrocked fashions, "knows that you must put lace around a leg of mutton." In her Paris home, an invalid from arthritis, she never forsook the job of being Colette. When a photographer asked her to pose with her third husband (p. 80) she threw up her hands in horror: "Oh, but people will think we are living together!"



"The worst tormentors," Colette wrote bitterly of her first husband with whom she posed (above) early in marriage, "have their hours of clemency and gaiety. Perhaps even a mouse finds time, between one wound and the next, to appreciate the softness of the cat's paw." Even though Gauthier-Villars was plainly responsible for starting Colette as an author, she never forgave him for exploiting her writing under his own name, and though friends said he looked like King Edward VII, she always insisted he looked "most like Queen Victoria."

"I was called 'La Femme au Lion'" (the lion girl) said Colette, happily recalling 1910 pantomime role below. "I remember this play was a great success. I loved it and already in those days loved all wild animals and I have loved them ever since."





Fine and firm and soft
like Kleenex tissues

Get Delsey in white or in your favorite bath towel colors
—pink, yellow, blue or green.



Tears clean at a touch! There's no shredding, no waste with Delsey! It's made to tear evenly; last longer. Delsey*, too, is soft and absorbent as only the makers of Kleenex* can make it. Be thrifty, buy quality, buy Delsey.

Ask for Delsey where you buy Kleenex

*T. M. REG. U. S. PAT. OFF.

HEADACHE? COLD MISERIES?
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Get fast pain relief with

Bufferin®



Bufferin's special formula combines aspirin with two antacid ingredients which open the stomach valve and get the pain-reliever into the blood stream twice as fast as aspirin.

Acts twice as fast as aspirin!
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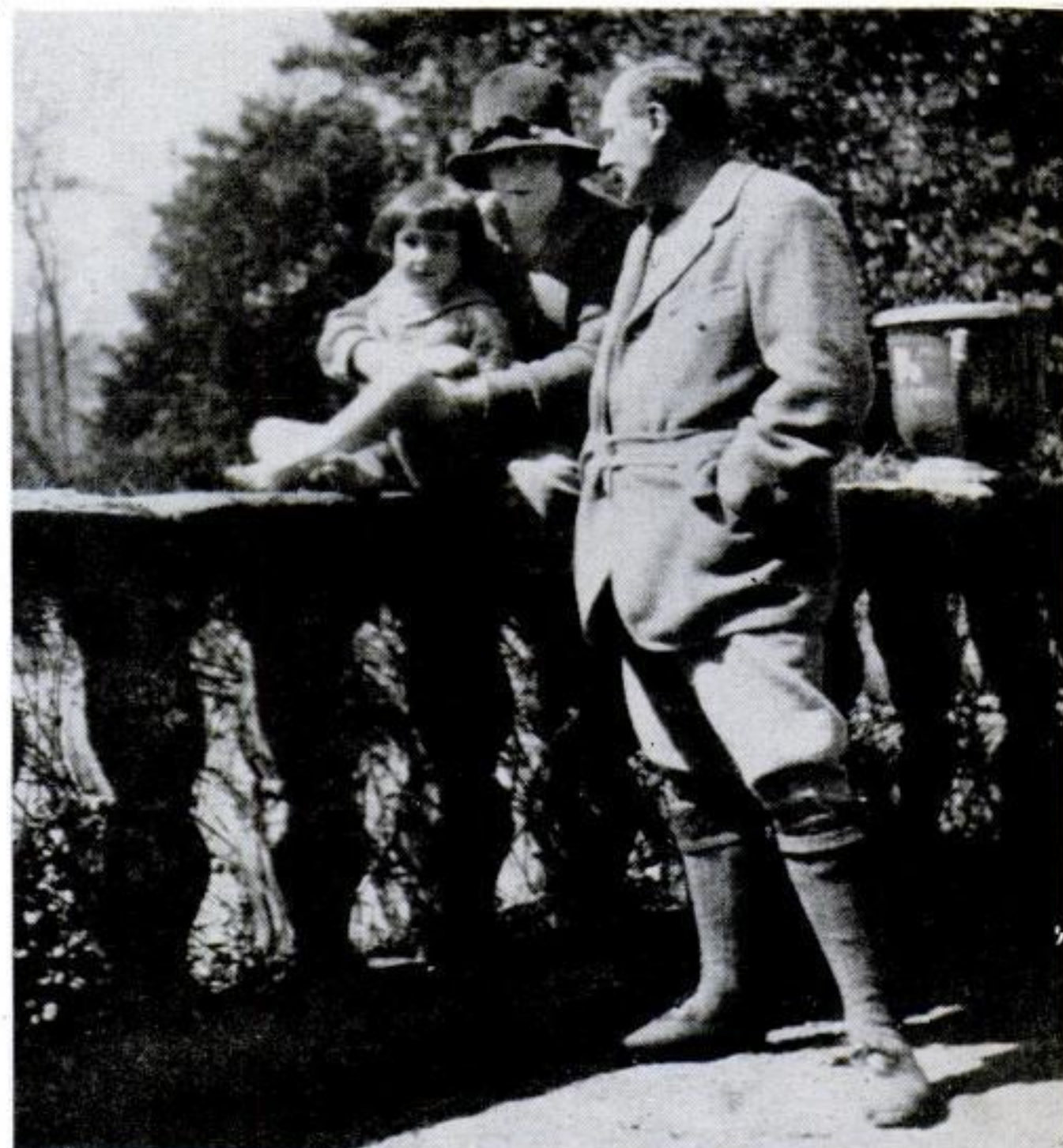


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LEGS LOOK SLIMMER, TRIMMER—
IN SEAMLESS STOCKINGS BY

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COLETTE CONTINUED



HER SECOND HUSBAND was Politician Henri de Jouvenel, whom she divorced in 1924. They are shown here with a daughter, also named Colette.



HER THIRD HUSBAND was Journalist Maurice Goudekot. Married since 1935, they are shown here in a breakfast scene from film of Colette's life.



HER PROTEGEE was Actress Audrey Hepburn, whom she picked as the heroine of play *Gigi* (LIFE, Dec. 10, 1951), which Colette wrote as novelette.

CONTINUED ON PAGE 83

6 New and Better Recipes

Made Possible by Carnation's Special Blending Qualities and Double Richness

No other form of milk will do



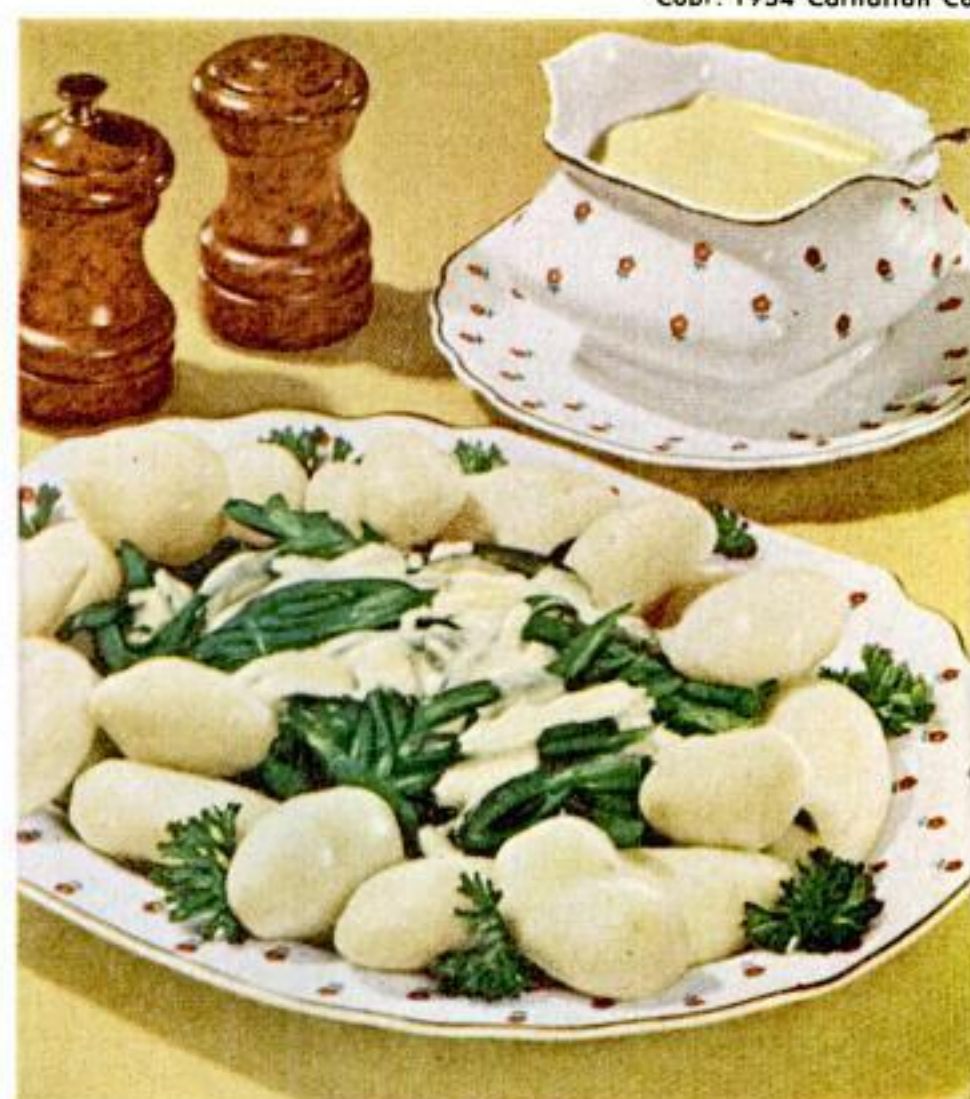
CARNATION FAILURE-PROOF GRAVY

Special qualities of Carnation make it blend better than ordinary milk. Your gravies are smoother. Tastier, too. They never separate—you never have a failure. Simply blend $\frac{1}{4}$ cup seasoned flour with $\frac{1}{4}$ cup meat drippings in a heavy skillet over low heat until smooth. Gradually add mixture of $1\frac{2}{3}$ cups *undiluted* Carnation and $1\frac{2}{3}$ cups water. Stir constantly over low heat until smooth and thickened.



CARNATION 5-MINUTE FUDGE

No beating, "soft-ball" tests or candy thermometers needed! Just combine $\frac{2}{3}$ cup *undiluted* Carnation with $1\frac{2}{3}$ cups sugar in a saucepan. Heat to boiling, then cook 5 minutes, stirring constantly. Remove from heat, add $1\frac{1}{2}$ cups diced marshmallows, $\frac{1}{2}$ cup chopped nuts, $1\frac{1}{2}$ cups semi-sweet chocolate bits, 1 teaspoon vanilla. Stir until marshmallows dissolve. Pour into buttered 8" or 9" square pan.



CARNATION "LUMP-FREE" CREAM SAUCE

Smoother, richer, with only half the shortening and flour—because Carnation is double-rich! Blend 2 tablespoons flour with 1 teaspoon salt and 2 tablespoons butter in saucepan over low heat until smooth. Gradually add $1\frac{2}{3}$ cups (large can) *undiluted* Carnation to butter-flour mixture. Stir over low heat until thickened and smooth. Adds extra goodness to casseroles, creamed tuna—wonderful with fresh vegetables!



CARNATION 3-MINUTE CHEESE SAUCE

Much smoother, and costs less, too. Carnation and cheese is *all* it takes! Simmer $1\frac{2}{3}$ cups (large can) *undiluted* Carnation and $\frac{1}{2}$ teaspoon salt over low heat to just below boiling (2 minutes). Add 1 cup (4 oz.) grated process-type American cheese. Heat until cheese melts (1 minute). Makes about $2\frac{1}{2}$ cups. Serve over casseroles, or well-drained cooked vegetables, such as green beans or asparagus.



DELICIOUS, INEXPENSIVE WHIPPED TOPPING

Imagine a milk that whips! Yes, double-rich Carnation whips easily, quickly—yet costs only about 2¢ a serving. For 3 cups topping, chill 1 cup *undiluted* Carnation in refrigerator tray until soft crystals form around edges (15-20 minutes). Pour into bowl; whip until it begins to thicken (about 1 minute). Add 2 tablespoons lemon juice; whip very stiff (about 2 minutes). Fold in sugar, if desired. Serve at once.



CARNATION "NO BAKING" LEMON PIE

For chiffon pies, whips, frozen desserts—Carnation is unequalled. That's because it's *double-rich*—unlike any other form of milk. Combine 1 package lemon gelatin with $\frac{1}{2}$ cup hot water, $\frac{1}{4}$ cup sugar and 2 tablespoons lemon juice. Cool 10-15 minutes or until thick and syrupy. Blend 2 cups *whipped* Carnation (see recipe at left) into cooled gelatin mixture. Pour into 9" crumb crust and chill 1 hour.

Now you can whip up a flaky, tender Pie Shell faster than ever before

Spry makes the difference!



Here's All You Do!

Put 7 tablespoons Spry in mixing bowl. Add 3 tablespoons boiling water, 1 teaspoon milk. Whip with fork until mixture is smooth and thick like whipped cream. Sift $1\frac{1}{4}$ cups sifted all-purpose flour and $\frac{1}{2}$ teaspoon salt onto Spry mixture. Stir into a dough, work with hands into a smooth round. Roll between waxed paper into circle $\frac{1}{8}$ " thick. Fit pastry into 9" pie pan, prick, flute rim. Bake in very hot oven (450°F.) 14-19 minutes.

You'll be amazed at the time and trouble you save when you use pure, digestible Spry in "Water-Whip" pastry. And you'll get flaky, tender piecrust every time or we'll return your money.

For a cool summer pie, fill cooled, baked shell with cubed cantaloupe, cherries; top with whipped cream. For more, easy Spry recipes, drop a postcard to Lever Brothers, 390 Park Ave., New York 22, N. Y.

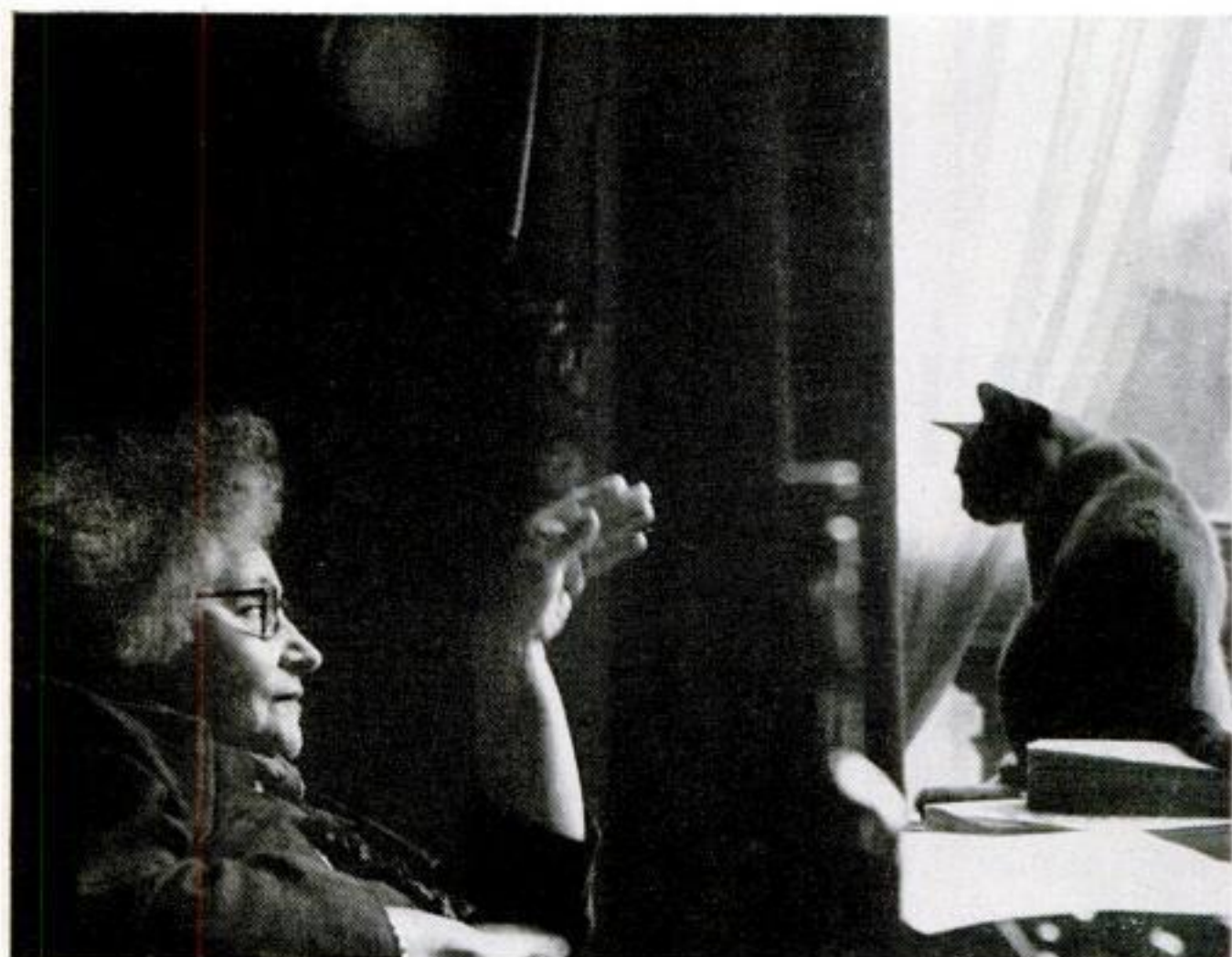
Spry makes just about everything you cook taste better!




FINAL TRIUMPH was in 1953 when she became Grand Officer in Legion of Honor. She was also first woman to head famed literary Académie Goncourt.




SELF-PORTRAIT, thought one of best drawings ever made of her, was sketched in a few moments.



WORKING POSE during last years was at a bed table in her Paris apartment where she lived with her beloved cats, all of whom died before Colette did.



The demand is for . . .
WHITE HORSE
of course!
 Renowned for lightness and
 flavor...Have *you* tried it?
 BLENDED SCOTCH WHISKY 86.8 PROOF
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 SOLE DISTRIBUTORS



**Now featured by
 your Hamilton jeweler**

Jewelers tell us of customers who wonder if they've misread the price tags on Hamilton's Illinois watches. We're not surprised: you don't expect to find a truly fine watch so moderately priced. But Hamilton's new Illinois watches are priced from \$33.95. There are water-resistant,* shock-resistant, even self-winding watches—many with beautiful matching bracelets. See Hamilton Illinois watches at your jeweler's this week.

*Provided original seal is restored if opened for service

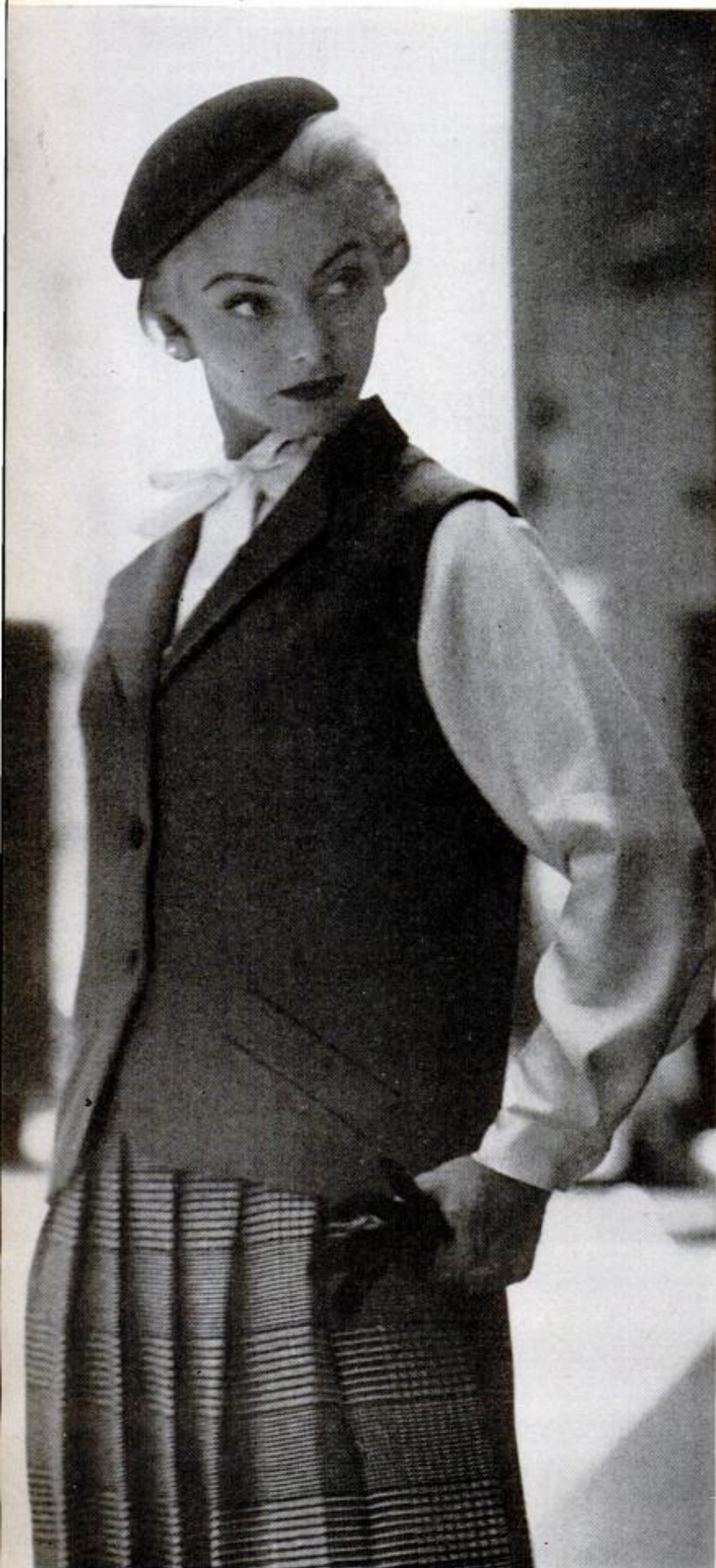
*It means
 so much more
 to give—or get—a*

Hamilton

DEBONAIR "C", \$47.50; LADY GAY "H", \$39.95. Prices include Federal tax.



FREE: Color folder of 1954 watch styles. Send name and address to Dept. L-30, Hamilton Watch Co., Lancaster, Pa. ©HWC.



UNFITTED SUIT with a pleated skirt, sleeveless jacket and silk blouse with a bow at neck (Greta Plattry, \$56) is worn with side-tilted beret.



WOOL JERSEY is used above for suit with bow-tied blouse, sleeveless suit and (opposite) dress with floppy bow, all from Traina-Norell. Background shows Designer Chanel (top, right), Gertrude Lawrence, Carole Lombard, Margaret Sullivan in '30s.

BEAD ROPES are affixed with outsize pin to tweed suit (Larry Aldrich, \$165) which has grosgrain edging at the neck, wide pleats in the skirt.

The Look of

When Chanel, world's greatest dressmaker during the '20s and '30s, came out of retirement last spring, her collection got a mixed reception from buyers and a stormy international press (LIFE, March 1). But the return of Gabrielle Chanel has caused American designers to grow nostalgic, and new U.S. fashions for fall are strongly reminiscent of the styles she made popular in the '30s. Retrieved from the era of Broadway's *Susan and God*, Hollywood's *It Happened One Night*, the goldfish-swallowing craze and the Big Apple are the easy-fitting clothes, soft fabrics such as wool jersey and satin, slouch hats and berets, white silk blouses worn with cuff links and



the Thirties

piled-on quantities of "Chanel jewelry"—long strings of beads wrapped round and round the wearer. Although some of these styles were not even shown in Chanel's own spring collection, fall clothes which have obviously been influenced by her heyday are cropping up in all price brackets.

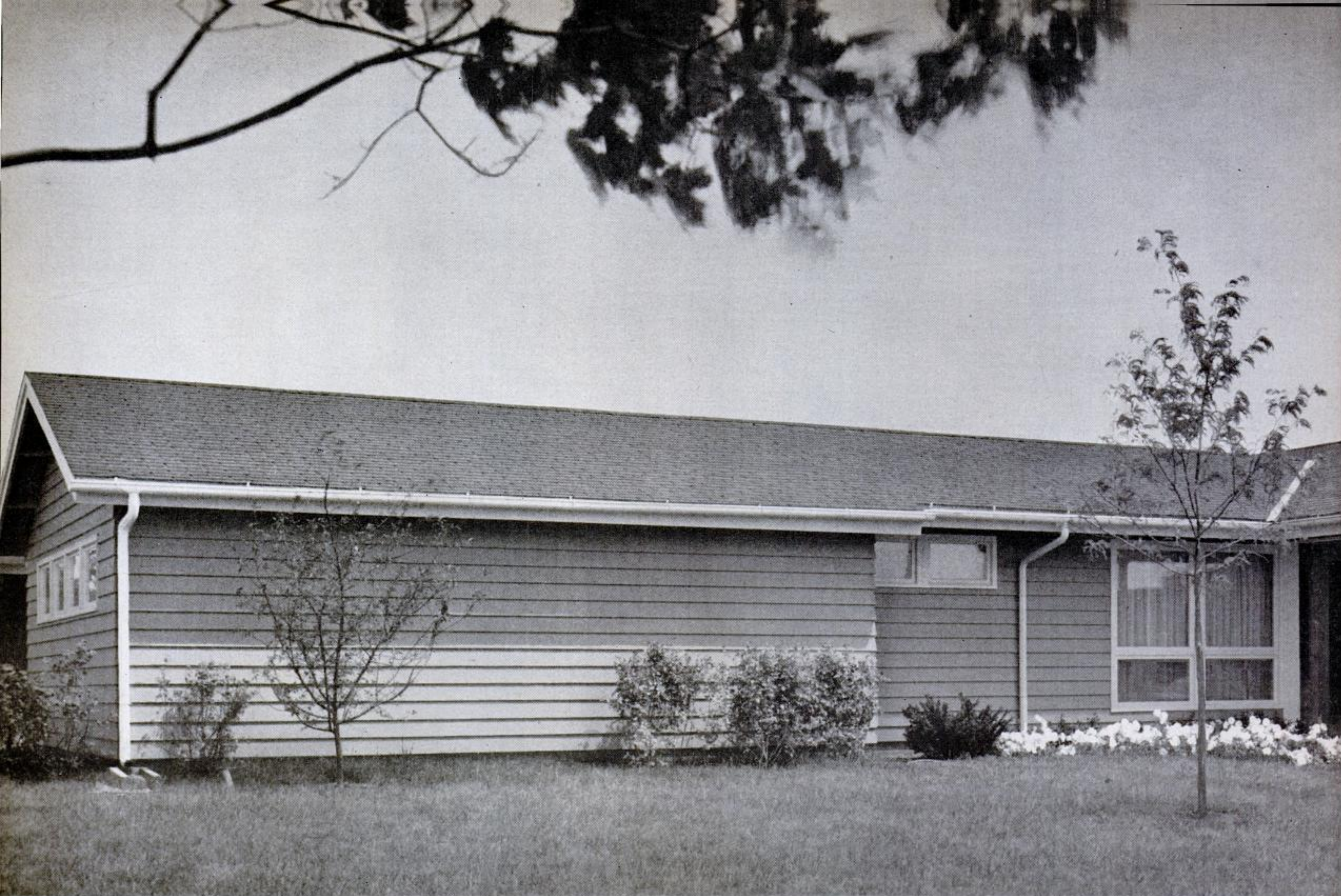
Just as these new fashions are appearing in department stores across the country, a great fashion flurry has arisen in Paris. Wild-eyed headline writers have grown busy again—this time claiming noisily, and somewhat inaccurately, that Dior has skipped back to the '20s for fall and has done away with the female figure (for a full report, see *LIFE*, Sept. 6).



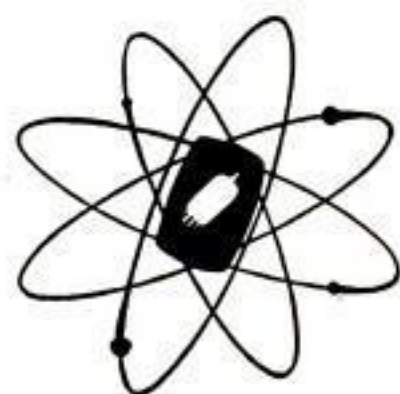
WHITE SATIN, again as popular as in '30s, makes V-neck shirt, worn with dress (Samuel Winston, \$195) with an overblouse of hip length.



SLOUCH HAT of furry felt (Sally Victor, \$55) is worn with tailored suit (Swansdown, \$85) with turned-back cuffs, striped jersey blouse.



Electronic Moduflow home in Lincoln Village, Columbus, Ohio. Cost in Columbus: \$27,500. Builder: Peoples Development Company. Architect: Robert Gamertsfelder. Electronic Moduflow installed by Huffman Wolfe Company.



Honeywell Electronic Moduflow is the most sensitive home temperature control system ever developed. Based on a new principle, it employs two thermostats, one inside and one outside your home.

Thermostat outside your house gives you ideal Weather Control inside

Weather Control inside means you're always comfortable—even in the most changeable weather. No cold wall chill, no underheating or overheating.

Honeywell Electronic Moduflow is superior to all other home temperature control systems.

It alone features an electronic thermostat mounted *outside*—where the weather is.

Electronic Moduflow is eight times more sensitive than ordinary systems. This means it's far faster and more accurate.

Tests show the last word in healthful comfort is secured by

automatically varying indoor temperature in relation to outside temperature. This ordinary temperature controls cannot do.

With Moduflow in your home, however, your heating plant will automatically vary the inside temperature as the temperature outside rises or falls. This means your house is always bathed in a gentle glow of perfect comfort.

With Electronic Moduflow, your house is never too hot—never too chilly. You say good-bye to cold, drafty floors. And because there is no more overheating or underheating, you get the most good out of every fuel dollar you spend.

Electronic Moduflow is also available in a year-round model—to control your central cooling plant in summer.



No house is a modern house without Electronic Moduflow



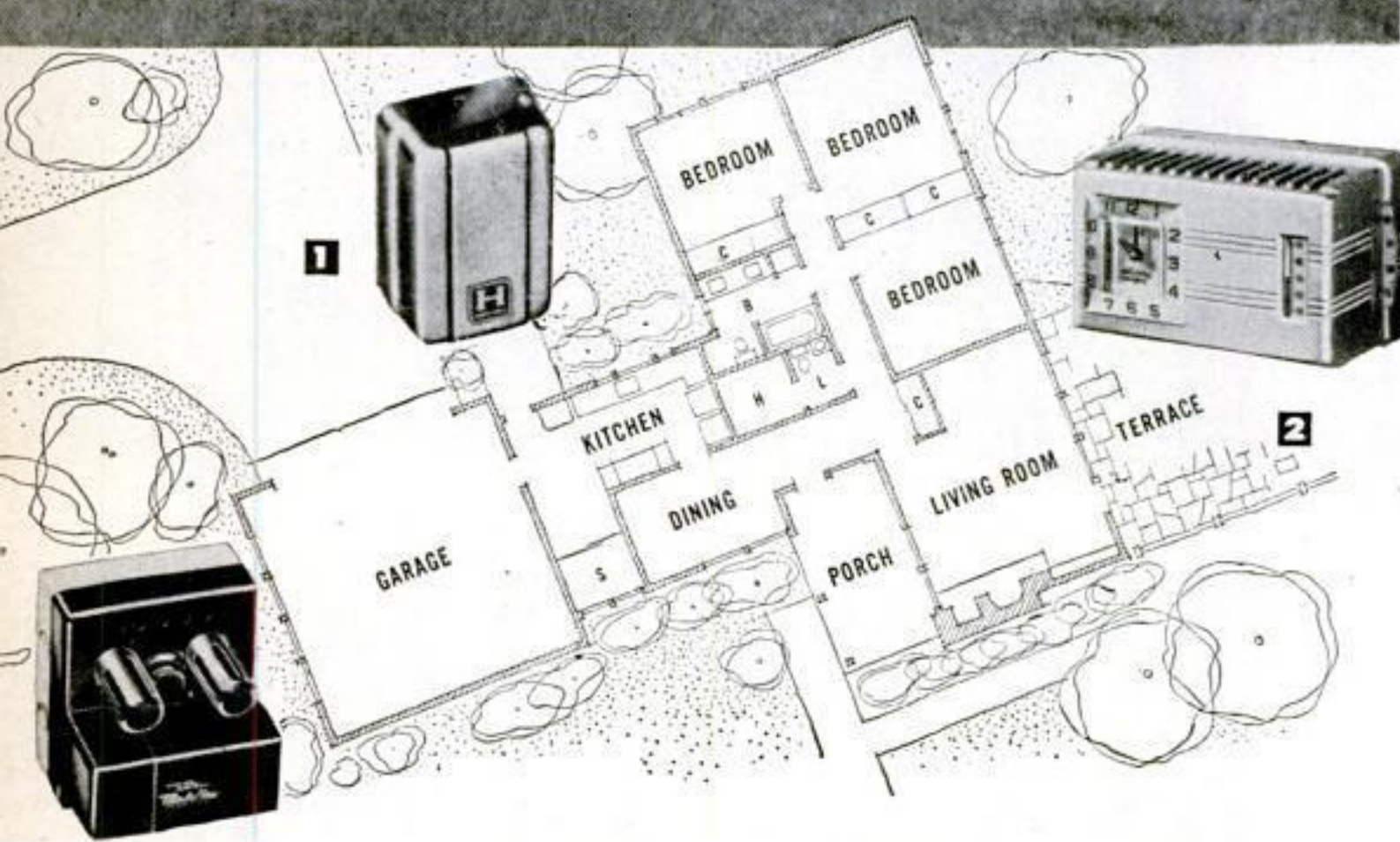
Discomfort—with ordinary controls

Tests show that if indoor temperature is *merely held constant* as the temperature outdoors falls, you feel chilly. This happens with ordinary temperature control systems. Because as the walls of your home become colder they "draw" increasing amounts of heat from your body.



Comfort—with Electronic Moduflow

With Electronic Moduflow in your home, the colder it gets outside, the higher the temperature inside becomes. Colder walls are offset by this higher inside temperature. This is how Moduflow solves your personal comfort problem—and gives you ideal Weather Control inside.



How Electronic Moduflow works

Only three simple parts make this wonderful system work. The Electronic Weathercaster (1) mounted outside the house, senses the outdoor temperature and by means of electronic signals continually tells the Electronic Clock Thermostat (2) what indoor temperature is required to maintain comfort. This Electronic Clock Thermostat, mounted in your living room, signals the Relay Amplifier (3) which automatically tells the heating or cooling plant to provide the amount of adjustment required to keep your home at the right temperature—no matter how changeable the weather.



Carl Frye, a leading mid-west builder

Carl Frye is Vice-President and General Manager of the Peoples Development Company in Columbus, Ohio. In addition to the home you see here, the firm is building many other models in Lincoln Village, ranging in price from \$12,250 to \$27,500. Frye's company plans on building some 800 single homes in the first section of the "model city" development. The firm recommends Electronic Moduflow for every home it builds.

It's easy to get Electronic Moduflow for your home

When you're buying a *new house*, Electronic Moduflow can be included in your mortgage. This way it costs you only a few cents a day. In your *present home* Electronic Moduflow can be used with any type of adequate central heating plant. The price, \$199.40, includes average installation cost. With a home improvement loan you can pay as little as \$6.39 a month.

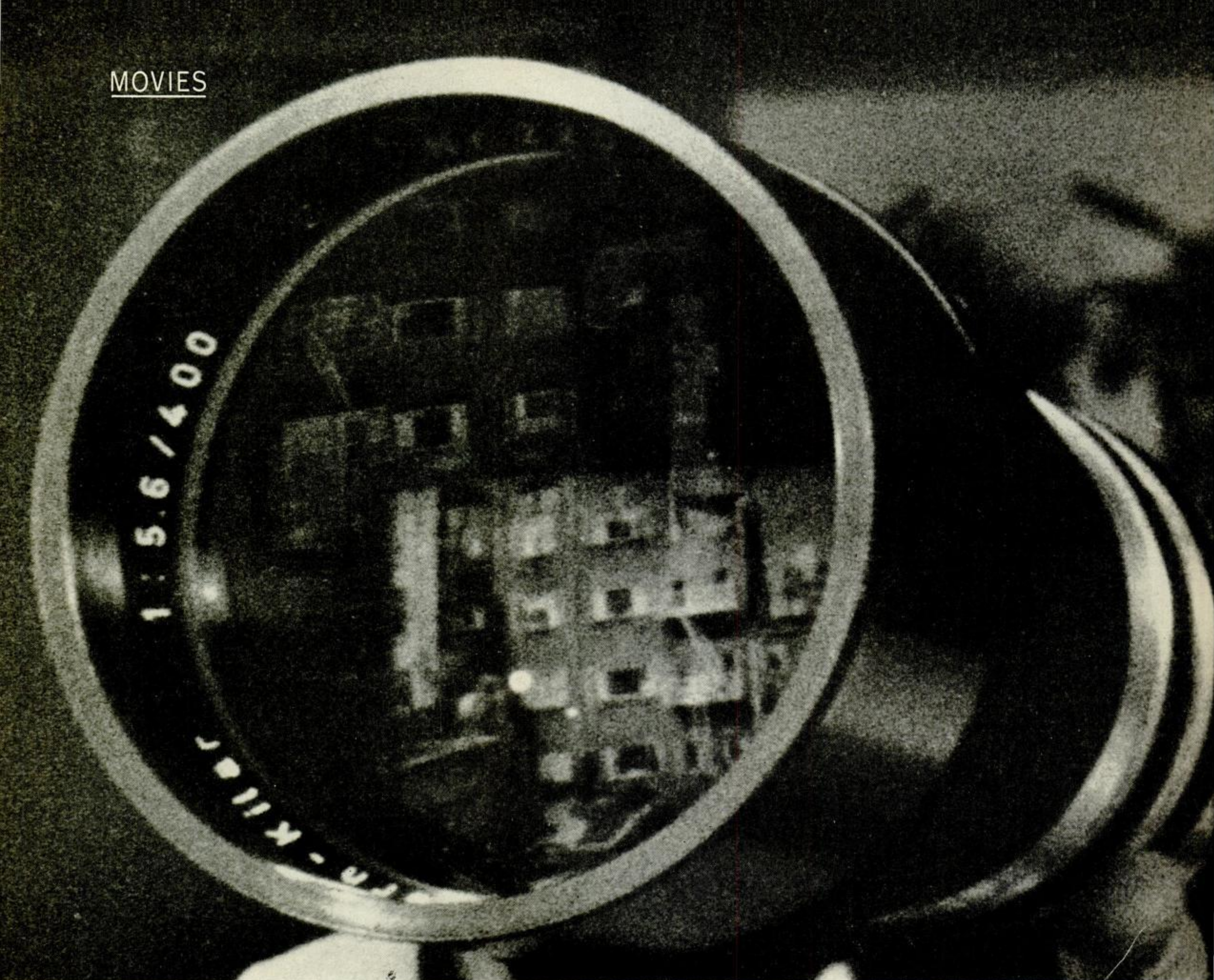
See your builder, heating dealer or architect *today*. Insist on this truly *modern* comfort control system for your present home or the one you are planning to build or buy.

Write today for free book, "The Story of Electronic Moduflow." Also the name of your nearest Honeywell dealer. Write Honeywell, Dept. 2853, Minneapolis 8, Minn. In Canada, Leaside, Toronto 17, Ontario.

MINNEAPOLIS Honeywell

Electronic Moduflow

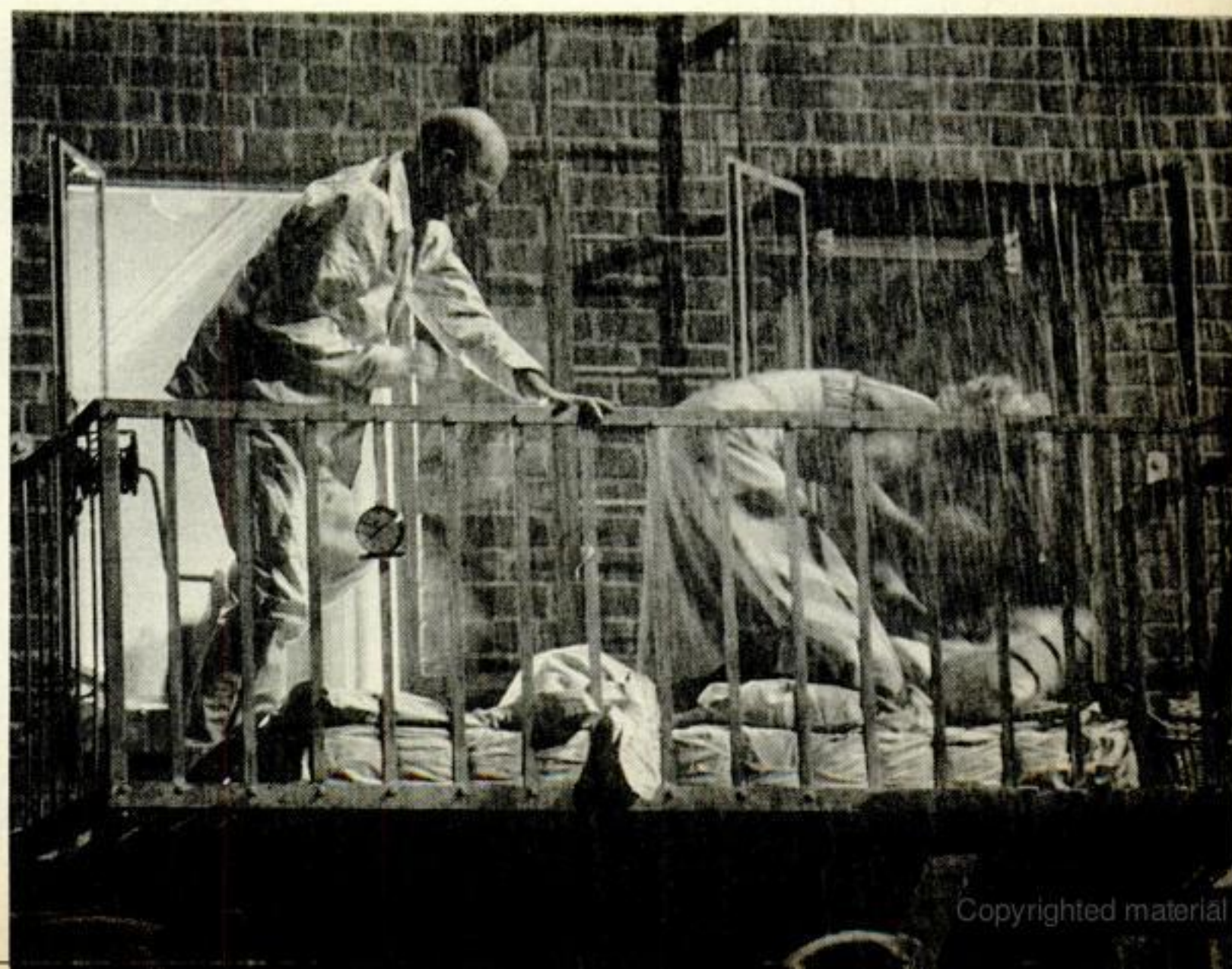




PEEPER STEWART, behind 400 mm (15.75-inch) lens, which here reflects backyard windows across the way, scans his neighbors intently. Views of a flower garden help confirm his suspicions of murder.

PEEPER'S NEIGHBORS consist of a girl he calls "Miss Torso," two anonymous fire-escape dwellers who get caught in rain, a pathetic "Miss Lonely Hearts," a man with overly demanding invalid wife.

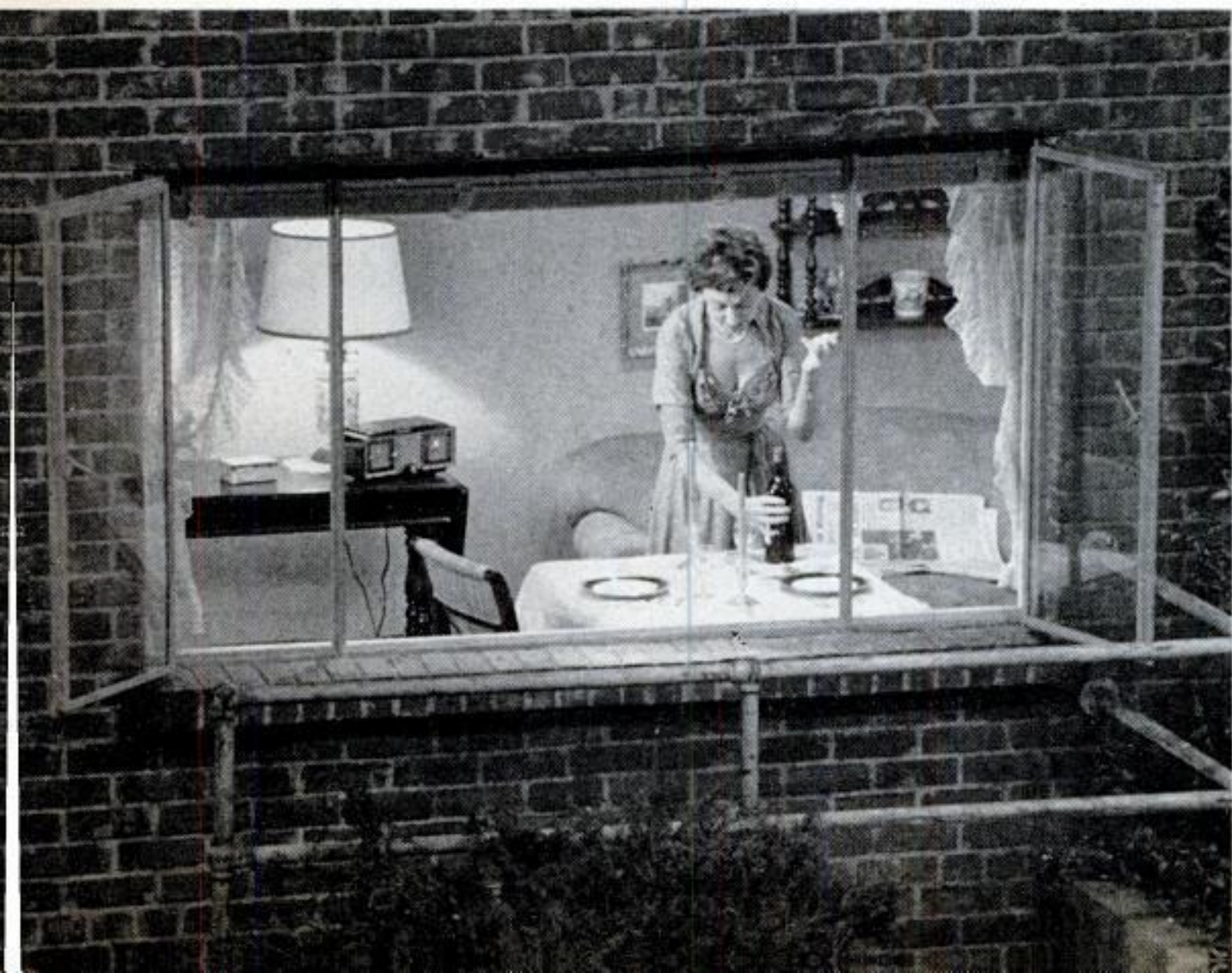
PEEPING TOM SPOTS A KILLER





The huge telephoto lens above, in the hands of Jimmy Stewart who plays a crack magazine photographer, is the keynote of Alfred Hitchcock's exciting new whodunit, *Rear Window*, just released by Paramount. It is the means by which Photographer Stewart, who has been rendered immobile in his New York apartment by a broken leg, inadvertently discovers a murderer while innocently indulging in a pastime of many New Yorkers, Peeping Tomism. The object of his photographic snooping is an amusingly corny though typically Hitchcockian collection of neighbors (*below*),

one of whose slip-ups supplies Stewart with the clue to a gruesome murder. How Stewart can remain so fascinated by his neighbors in the presence of his incredibly glamorous girl friend, Grace Kelly (*next page*), is a near miracle which only inveterate snoopers may understand. As in *Rope*, another Hitchcock one-location film, Stewart spots his murder suspect early, but this one has a different moral: don't be a neighborhood snooper—especially, as the pictures on the next page indicate, if you can't even walk, let alone run—unless you're in a movie with a happy ending.





But

**when was the
last time you
bathed your eyes?**

You wouldn't think of omitting one of the attentions that help start your day more pleasantly. Why not include your sleep-filled morning eyes? Just two drops of Murine in each eye can float away the uncomfortable accumulations in seconds. And during the day, tired eyes feel so refreshed when you apply Murine—just as they welcome sleep more easily at bedtime, too. Murine is gentle as a tear, so you can use it whenever your eyes would like. Regular, daily Murine "refreshers" help promote a clean, healthful condition. Why not acquire this pleasant Murine custom soon—it makes your eyes feel good.

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*TRADEMARKS REG. U. S. PAT. OFF.

PEEPING TOM CONTINUED



FELLOW SNOOPER Grace Kelly, skeptical at first and annoyed by Jimmy Stewart's peeping mania, is finally convinced and helps him to break the case.



ENRAGED MURDERER finally spots Stewart across the court, catches him alone and, though blinded by exploding flash bulbs, tries to throttle him.



DOUBTING DETECTIVE (Wendell Corey) is convinced as he shoots murderer, but not in time to save Stewart from a bad fall and another broken leg.

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than with ordinary flints!

Ronson Flint are 40% **Longer**
So economical!...give hundreds of
extra lights and keep your lighter
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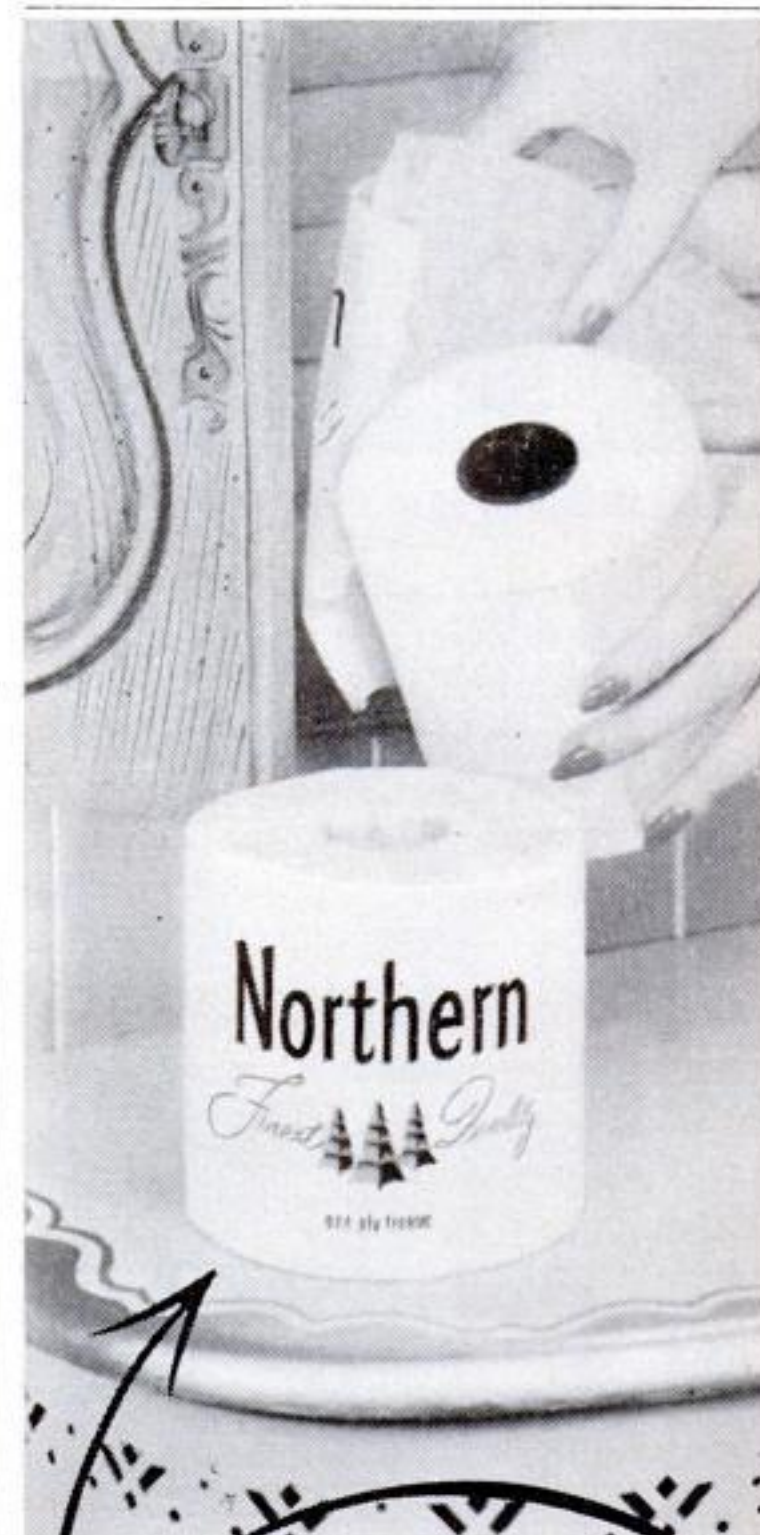
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...give surest sparks. Precision
made...finest quality.

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And there are *more* plus benefits available with this exciting Protection + Plus Policy. Of particular value to younger men whose children—and estates—are not yet fully grown, is the combination of Protection + Plus with *double* or *triple* protection for these critical years at a small additional premium.

If you decide at 65 you’d rather not retire, you can continue premium payments for Protection + Plus up to age 70, and then get even larger monthly checks.

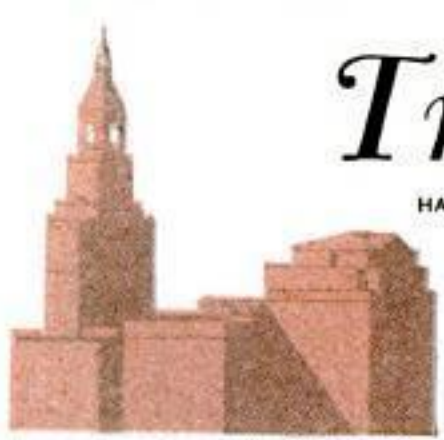
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JACQUELINE COCHRAN SITS BEFORE PORTRAIT OF HERSELF PAINTED IN 1934, EARLY IN HER FLYING CAREER. RIBBON ON HER DRESS IS ARMY DECORATION

I REACHED STARS THE HARD WAY

A great flier poignantly recalls her first bleak, earthbound years

by JACQUELINE COCHRAN

I AM a refugee from Sawdust Road, which is located in the South, close by Tobacco Road of theater and movie fame. Until I was 8 years old, I had no shoes. My bed was usually a pallet on the floor, sometimes just the floor. Food often consisted of nothing except what I foraged for myself in the woods or in the waters of a nearby bayou or branch. My dresses in the first seven years of my life were usually made from cast-off flour sacks.

My life in the sawmill towns of northern Florida was bleak and bitter and harsh, but it taught me independence and the necessity of fending for myself. At the age of 6 I overheard my "Mama" telling a friend that I was not really her daughter at all. Mama was slovenly and lazy, and her meanness varied from a normal high pitch when things were going well to a feverish level when we were on half rations, which was most of the time. The knowledge that I did not belong to her gave me a sense of happiness and exhilaration.

Who my real parents were I have never known. This never bothered me until I was about to marry Floyd Odlum. I thought he should know so I went South and got sealed letters from the two people then living who might know the facts. I gave them to Floyd. He handed them back to me, still sealed (*next page*). They still rest unopened in my lockbox. Having gone through my early years without knowing why my own parents were not around to look after me, I decided when I reached maturity that I did not want to know.

My first clear recollection was of a bedroom in a tiny shack. The man I called "Papa" was sick with typhoid fever on the bed in one corner of the room. My pallet was in another corner. We had tacked paper over the open window frames to keep the cold out of the room. With Papa sick our only means of support was the work of my two "brothers." One had a crippled foot and couldn't earn full pay, so he stacked log slabs for 60¢ a day. The other could earn a dollar a day in the mill. I also had two "sisters."

Bagdad, Sampson, Millville and Panama City were the names of some of the sawmill towns I remember. The center of each was the mill. Some mills operated two band saws rather than one. That doubled the accident rate because a saw was always breaking apart or a belt flying loose or a splinter shooting off like a jagged bullet.

A company doctor patched up

The world knows Jacqueline Cochran as the famous aviatrix who has set more than two dozen national and international speed and altitude records since she got her pilot's license in 1932. She is a five-time winner of the annual Harmon Trophy and this year will receive the Gold Medal of the Fédération Aéronautique Internationale "for the outstanding achievement in the field of aviation progress." During World War II she organized the Wasps for noncombat flying duties with the U.S. Army Air Force and most recently she became the first woman aviator to break the sound barrier. She is also the head of a \$3.5 million cosmetic company. But few people besides her husband, Floyd Odlum, president of the Atlas Corporation, know how unpromising were the beginnings from which she climbed to the heights. Here she has movingly described her early life in her own words. The material in this article will be included in her book, *The Stars at Noon*, to be published by Little, Brown in October.



AT 4 SHE WAS PHOTOGRAPHED IN DRESS PROBABLY BORROWED FOR EVENT

the living and took care of the mill families for a standard charge of 50¢ per month. This fee did not cover delivering babies, so the neighbors helped each other with this routine and I delivered babies before I even knew that the stork was a bird.

We never saw money. The men were paid with "chips," which were tokens, good for rental of a company-owned house or for food and clothes at the company commissary. Many times I saw a wife go with her man to the mill, not for exercise or companionship but to get chips for that day's work in order to get food for that day's dinner. If the worker reported back sound in body after lunch, he could get a slip of paper showing that he had worked that day. He would hand this to his woman and she would turn it in to "Chip Charlie." Chip Charlie was so fast at counting out the chips, each good for 5¢, that no one could catch him cheating, least of all a person who couldn't count, which included many of the women.

Our staple rations were beans and the small fish called mullet, with a bit of sowbelly thrown in on good days and some black-eyed peas when the family was on the crest.

When a mill shut down, we had to move to another camp, sometimes on our own resources, without transportation and without money. Sometimes the mill and the workers would be moved nearer to the logs by the company. On one of these moves, from Bagdad to Millville by way of Panama City, I had my first train ride. When we stopped at a little town Negroes came on board selling fried chicken and bread, but we had no money, so we went hungry. Then my eyes bulged when a man came through the train selling glass pistols filled with small balls of candy. I wanted one more than anything before or since in life.

We had to walk the last three miles into Millville through sand up to our ankles. I thought that I wouldn't make it, having had no food and no sleep for more than a day. But finally we arrived at an old edge-of-town, broken-down shack without windowpanes just like the one we had left.

I went reconnoitering for food. A farmer lived nearby. Out back of a shed he had tubs of sweet potatoes being boiled for the pigs. My hunger was so intense I "borrowed" some of these potatoes and ate them on the spot.

On the waterfront later I met some children whose father seined

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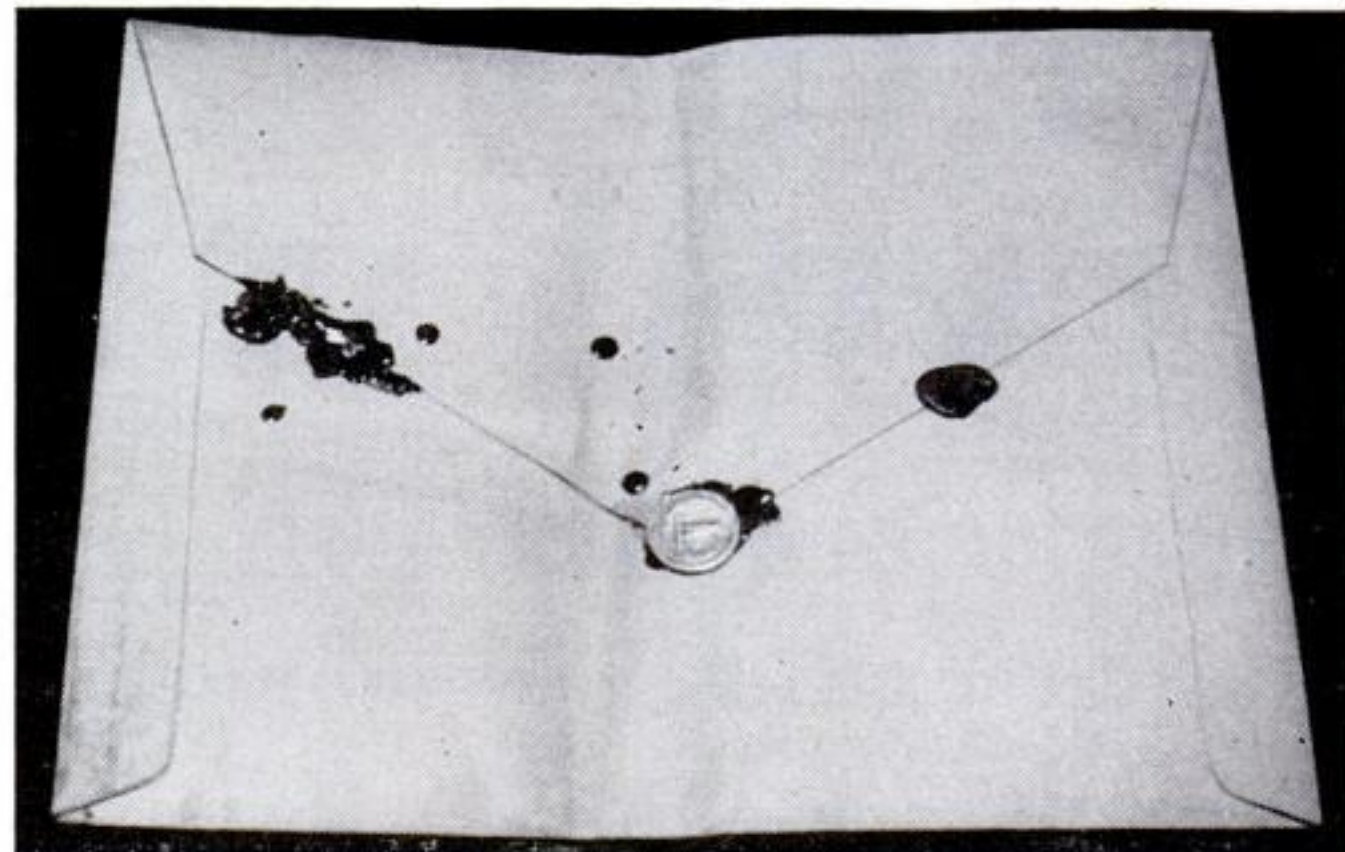
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*This is For you Floyd
I have never Read the
Contents You can Burn
it or Read as you wish
I Love you very much
Jackie*



SECRET OF PARENTAGE may lie inside envelope (above) sealed with quarter imbedded in wax. Miss Cochran's mysterious origin (see text, p. 93) never troubled her until she was to marry Floyd Odium. Then she obtained, from people who might know, letters which she gave him, unread, in the envelope with a scribbled message on the outside (top). He returned it unopened.

JACQUELINE COCHRAN CONTINUED

for mullet. I was so woebegone and looked so hungry that he gave me a panful to take home. I decided we needed some grease so I went to see the farmer whose sweet potatoes had filled my stomach and asked to borrow a small cup of lard. Full of glee, I rushed home and we had our first hot meal in over a week.

In Millville all three men were working and before long we progressed from the shack to a company house. Broken-down chairs and rickety tables began appearing, along with mattresses. The finest mattresses we knew were ones we stuffed with excelsior ourselves. To light the house we had only what we called a "mojo" lamp, which consisted of a hollow stalk of corn stuck into a bottle with oil in the bottom. A piece of wool served as a wick. When we got near the top of the financial ladder we finally managed a kerosene lamp.

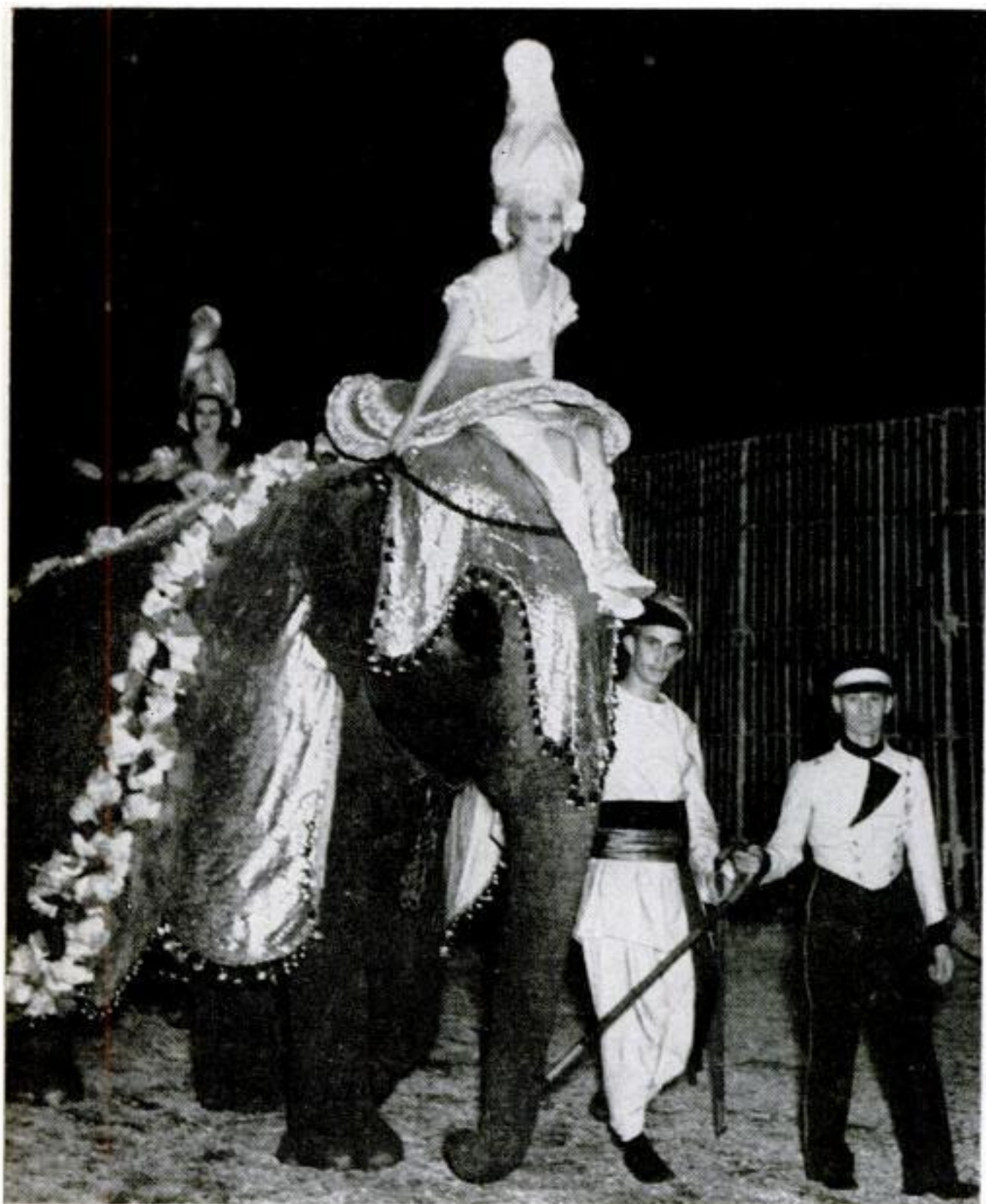
Even at the age of 6, I had a feeling of resentment, not so much over having so little, as over the way that little was managed. It would have only taken a bit of effort on Mama's part, but that bit was lacking. Others with the same pay seemed to get along better, with more cleanliness and more orderliness.

My foster parents had no religion and never went to any church, but I got in the habit of going to Mass whenever the priest came to town, usually once a month. My heaven in those days was a very physical place, with golden gates and streets paved with jewels. It still is, and when the time comes I'll enter those gates with anticipation of the adventure that must be awaiting a restless soul like myself. I know that the Heavenly Father will not just let me float around slowly, like a crowned helicopter, in a sort of vacuum.

The only song I ever learned as a child is one I occasionally sing now in a hillbilly accent that has otherwise left me:

*"I'm livin' on a mounting that's bountiful supplied,
And I'm drinkin' from a founting that never shall run dry,
For I'm dwellin' in Bueler land."*

It was in Bagdad that I started school. About my third day the teacher, whose name was Anna Thompson, started to whip me with a ruler. She didn't get the chance to give me more than one whack, for with the first I struck back and then took off through the door at top speed. I didn't go back for a year.



CHILDHOOD DREAM of going off from her sordid surroundings and living with a circus was fulfilled briefly in 1938 when Miss Cochran rode lead elephant at Ringling Brothers opening in Madison Square Garden. As a girl she did chores for a visiting circus in the hope they would take her with them but then was left behind. She also once tried to run away with gypsies.

Even then no one could whip me and get away with it for long. Mama used to pick on me, I thought, because I was the smallest. Once when one of my brothers had a high fever on a hot summer day I was sent down to "Bunk" Greenwood's store with a chip to get some ice. Although I packed the ice in sawdust and a piece of newspaper, most of it melted before I could get home. For this bad conduct on the part of the ice Mama decided to whip me. I picked up a big chunk of firewood and we talked things out, with my eyes flashing fire. She never touched me again.

There was no one around to make me go to school, least of all my family, so I just ran wild. I hunted, fished and crabbed, and cooked what I caught. On special occasions I would stoop to conquer a chicken. To catch chickens I used a piece of corn attached to a long string, with myself at the other end. The chicken swallowed the corn and was then gently drawn toward me and sure death. The chicken didn't belong to me, but I figured the corn didn't belong to the chicken either.

There was a long freight train that used to pass the door very slowly every day with its string of boxcars. It came from far-off places, I was told, and the cars had signs on them which were words. I learned my ABCs by watching those boxcars. I wanted to make Anna Thompson sorry she had ever tried to whip me.

When a small circus came to town I made friends with the bearded lady and carried water for the elephant. I told the circus people that I wanted to join up with them and I bedded down near a tent waiting for them to break camp. But in the morning there I was alone and the circus had departed.

I had been warned that gypsies would steal children if given a chance. There were some gypsies camped down the road and I decided to give them their chance. I wandered into their camp several times, but they kept chasing me away. Coming on top of the circus debacle, this was a big disappointment.

So I decided to try school again. The new teacher, Miss Bostwick, was the most beautifully dressed woman I had ever seen. As I see her dress in retrospect, I know it was very plain, but to me then it was beautiful. It matched Miss Bostwick's character and her northern accent. She was severe but fair.

After I had been at school two days, Miss Bostwick said she would pay me 10¢ a week if I would bring firewood to her boarding-house room each day. I was thrilled. The room looked like a palace

CONTINUED ON NEXT PAGE

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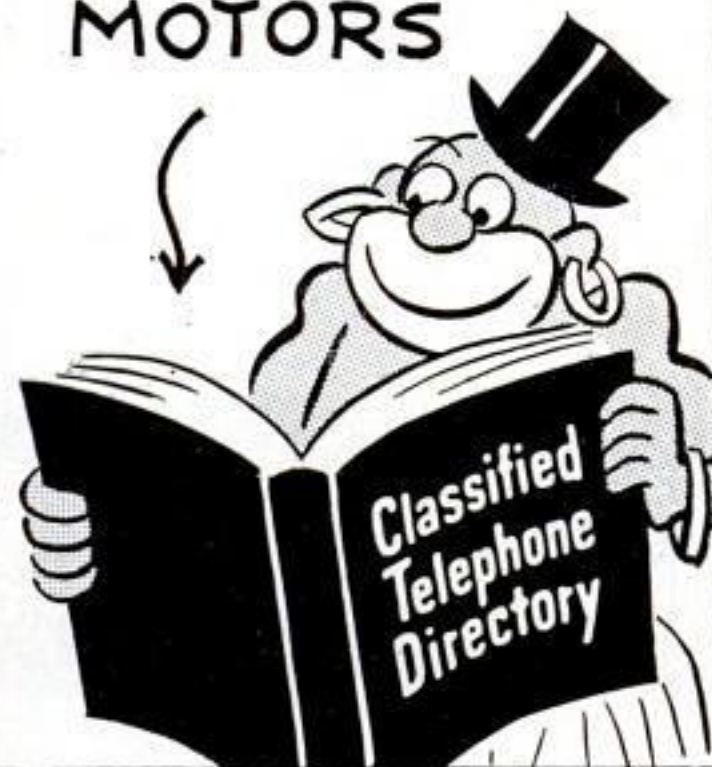
Peg Slacks

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CHILDHOOD INJUSTICE is vividly recalled to Miss Cochran by this doll, which she won in a Christmas lottery but which was then taken away from her and given to the daughter of a foster sister. Years later she brought the girl to live in New York and persuaded her to return the long-remembered doll.

JACQUELINE COCHRAN CONTINUED

and I carried wood until it was nearly bursting. Before long she gave me a little dress she had ordered for me by mail, and now I could hold my head up with the other children. After school I would tag along to Miss Bostwick's room and sit there by the hour while she read me books that were completely over my head.

Miss Bostwick lifted the horizons for me and gave me ambition. She taught me about good and evil and she taught me something else we didn't know much about in those sawmill towns—cleanliness. I never did things by halves and this idea of keeping clean caught on with me in a big way. Each day I would put the wash tub on the floor, carry buckets of water from the pump and give myself a good cold scrubbing. The other womenfolk laughed at me for such airs but I kept right on.

I had a great windfall during this period. Women who were about to have babies would ask me to stay with them and do their work for several days before and after the birth. I got up and cooked their men's meals before daylight and took care of the house and the other children, of whom there were usually several. For all this I was supposed to get a dollar. Once I was staying with an 18-year-old girl whose husband was away. The night her pains came on it was raining very hard so she decided she could get along until daylight without calling a neighbor. She had guessed wrong. So I acted as midwife, at the age of 8.

By Christmas time I had earned \$4 on such jobs but I hadn't been paid a penny of it. I wanted it terribly because there was a

CONTINUED ON PAGE 98



ONE CHILDHOOD HOME was in the sawmill town of Bagdad in northern Florida. Here author foraged for food in woods behind shack where she lived.

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NEURITIS
NEURALGIA**

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Lucky we had **ARMSTRONG TIRES** with their "Ounce of Prevention" discs. Our tires held when his failed!



These exclusive patented discs guard against 9 out of 10 tire failure accidents due to skids. And they prevented our wedding from becoming our wake!

**Greatest
SKID
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history!**



With ordinary tires, tread ribs of your tires tend to compress into a smooth, slippery surface. That's because ribs squeeze together under pressure — like the edges of your fingers when you make a fist. Tread loses its vital grip on the road . . . and you skid!



With life-saving Armstrong Tires, the tread can't compress! Can't squeeze together — can't lose grip! "Ounce of Prevention" discs between ribs keep gripping edges apart — like your fingers when you put rubber discs between them. You don't skid!



— and most amazing of all, my **ARMSTRONG MIRACLES** with "Ounce of Prevention" cost no more than ordinary tires!



ARMSTRONG TIRES can save your life!
Get 'em before it's too late!

Never before has this life-saving "Ounce of Prevention" been offered in an Armstrong priced so low! And it's not available in *any other make at any price!*

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Safety Discs
between treads guard
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TRIUMPH for Miss Cochran as flier came in 1938 when she climbed out of her Seversky fighter to learn that she had beaten nine men for Bendix cup.

JACQUELINE COCHRAN CONTINUED

doll on display at the commissary. With every quarter's worth of toys bought went a chance on the doll. I stood with my face to the showcase until I almost wore my nose off worrying that one of the other children would win that doll. Still my pay for midwifery had not come in.

So I went to work again, drawing well water for the women's washing. My hands bled and I was so small that I could only partly fill the bucket or I would have been pulled into the well. After two weeks I had earned 50¢ and I went to the commissary, bought some toys and got my two chances for the doll. On Christmas Eve, wonder of wonders, I won the doll. So what happened? My older sister had a 2-year-old baby. Mama and Papa took that doll away from me and gave it to the baby, whose name was Willie Mae.

Years later when Willie Mae was grown up and had a child of her own I brought them both to New York to give them a new start in life. I made only one condition: that she bring my doll along and surrender it. I still have the doll and it has some new clothes and several other dolls for company.

It was along about this same time that I conquered fear. One afternoon I had been down the road playing at the home of some other children. Night came on. I had to pass a small cemetery on the way home and they said a ghost that was there would go after me and that I would get scared and come back. Past the cemetery there was a raised wooden walk over a low spot of ground. As I started along this raised section the "ghost" rose up from the walk in front of me. I retreated and studied the problem. I had to choose between turning back to hear the jeers of my friends and fighting the ghost. I chose the latter. Yelling at the top of my lungs, I charged. As the ghost rose to grab me I plunged in to grapple with it. It proved to be a calf with its hind legs stuck down through a broken board. I had won. Since then all ghosts in my life have turned out to be just scared calves caught by the hind legs.

Things were going badly on Sawdust Road that winter. We heard that in the cotton mills of Columbus, Ga. a boom was on and everyone could work. So we made the long, cold train ride to Columbus. I went to work immediately in a cotton mill nearby. The pay was good: about 6¢ an hour for the 12-hour night shift, and I was supremely happy. I had no shoes but I had dreams.

My job was to push a cart up and down the aisles delivering bobbins of thread to the weavers. I was not quite as tall as the cart I pushed. I had to make a path down the middle of the spools stacked on my cart so that, standing on my toes, I could see where I was going.

At the end of the first week I had earned \$4.50. I sat for a long time thinking what I would do with my riches. Mama settled that by taking the money away from me. The next week I took the

CONTINUED ON PAGE 101

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 chewy
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 It identifies trousers made of authentic Reeves Army Twill.

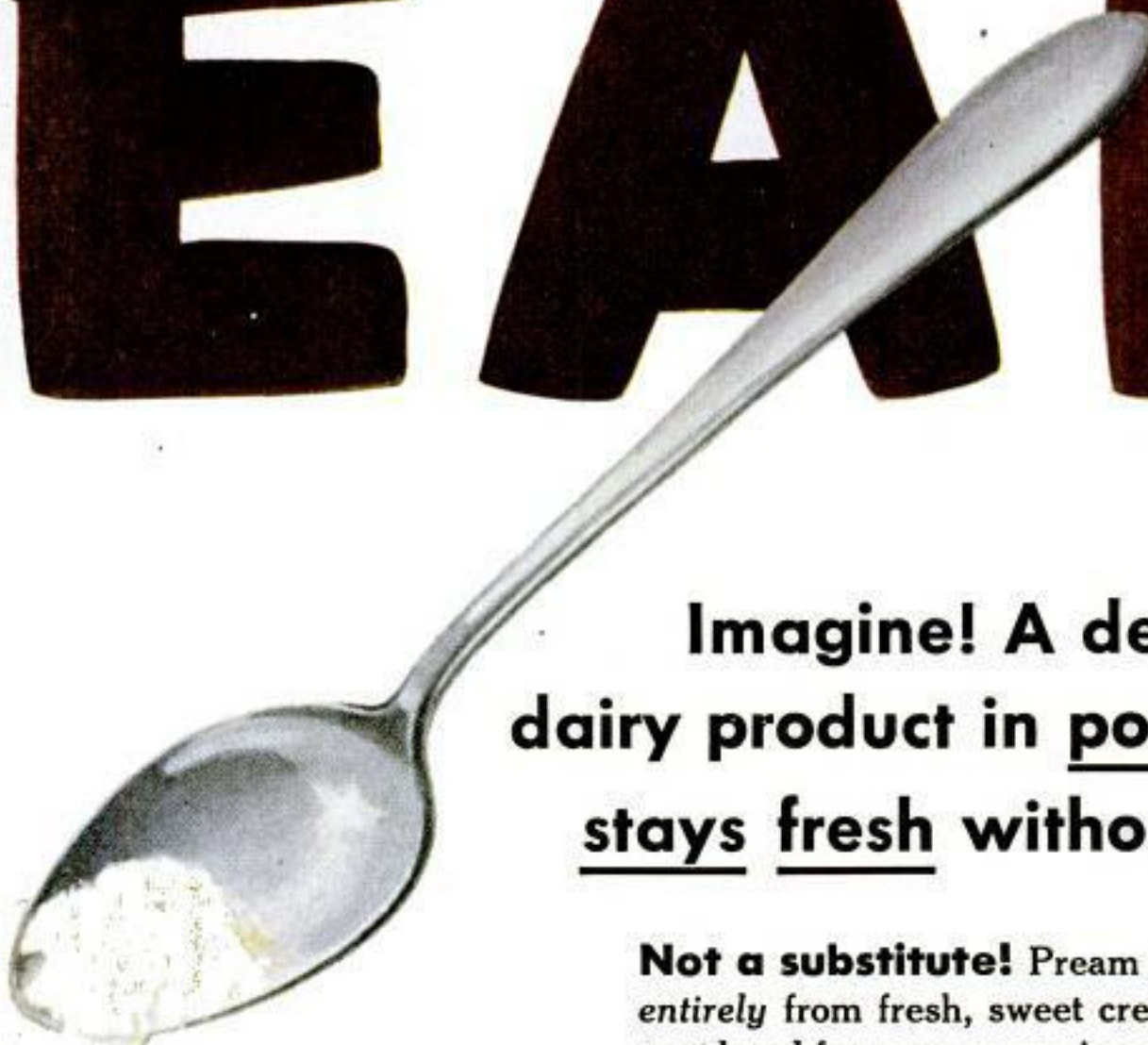


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Not a substitute! Pream is a true dairy product—made entirely from fresh, sweet cream and other milk products—*powdered* for your convenience. *Nothing* is added!

Never sours! Never "turns." Because it's in *powdered* form, you don't have to store Pream in your refrigerator. It keeps indefinitely while sealed! When opened for regular use, Pream stays fresh tasting to the last spoonful.

Saves over 1/3. One container of Pream goes as far as 2 half pints of coffee cream . . . yet costs you so much less!

Instant dissolving! Just put a spoonful of Pream on top of your cup of hot coffee or tea. Stir to blend . . . and enjoy! Get Pream at your food store today!

**Iced or Hot, the new way
to "cream" it, is to Pream® it!**

For richer-tasting iced coffee . . .
put Pream on top
of hot or warm coffee,
before you add ice.

FREE!

Send for Pream Recipe Booklet
For "Facts about Pream and 37
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Pream Test Kitchen, Box 959-A,
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"Rice Krispies" is a trademark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

SEEMS LIKE 'MOST EVERYONE has a "message" these days -- and Kellogg's Rice Krispies are no exception. But they're not trying to overthrow, reform or startle the world. Their message is simply "Snap! Crackle! Pop!" -- just to tell you how crisp they are and how much fun they are for breakfast. Taking this message to heart may not change the world, but it might reform your breakfast. Try it.



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AS HEAD OF "WASPS" (Women's Airforce Service Pilots) during World War II, the author (center, gesturing) directed training of over a thousand women pilots who delivered combat planes to units in the U.S. and Canada.

JACQUELINE COCHRAN CONTINUED

initiative. I gave Mama \$3 and kept \$1.50 for myself. With it I made a down payment on my first pair of shoes. They were high-heeled and I was thrilled with them. But the next week I bought a pair of sneakers, more useful for walking up and down the long aisles of the mill, which I had up till then done in bare feet.

After a few months I was promoted to the inspection room where the material was examined for flaws. Other girls, some my age but most of them a little older, worked in the inspection room. They used to ask me what I was going to do when I was big. I told them invariably that I was going to have fine clothes and an automobile and be rich, buy things and see all the world.

On Sundays I used to walk up and down Broad Street looking through the windows at the clothes. I have never seen anything at any of the fashion salons in Paris that compared with those Broad Street clothes. I remember I myself now had a georgette blouse, a colored corset cover and a black wool skirt to go with my high-heeled shoes. At the age of 9 I must have looked like a female midget in the circus.

I had been in the inspection room less than two months and was still under 10 when I received my first executive position. I was put in charge of about 15 other children to teach them how to inspect cloth and to supervise their work.

No worker seemed to be given much consideration by the management. The sanitary conditions were terrible, the lighting poor and the ventilation bad. There was no place to sit down from 6 o'clock in the evening until 6 o'clock in the morning. I used to crawl into a cart for a few minutes after my midnight bite to eat. I dozed one night and was awakened by a pinch from the foreman. I let fly with my fist and hit him squarely on the nose. He left me alone after that and, surprisingly enough, did not fire me.

Throwing bricks for the union

A UNION was formed in our mill and I paid a dollar for my membership card. Soon a strike was called. I picketed and must confess I threw bricks and participated in some of the riots, although I did not know what it was all about.

The strike gave me even more time for reading, which I had gotten into the habit of doing for several hours a day, with a dictionary at my side. During the strike I read *Dracula*—not a very good book for a 10-year-old child, but I did not think of myself as a child.

The strike went on for three months. I was disgusted and talked to the forewoman, who advised me to get out of the factory because I had more energy and ambition than the others. She sent me to Mrs. Ryckele, a beauty shop owner.

Mrs. Ryckele was a small, dark woman. She said she would give me a job and so I went to live with the Ryckeleys and their seven sons. I learned to make and to like Jewish kosher food. On the Jewish Sabbath I cooked all the meals for the family. Every day I was up at 5 o'clock and helped with breakfast and the cleaning up. Then I would go off to work at one of Mrs. Ryckele's three beauty shops, cleaning the booths and making up big batches of shampoo and henna for the day. In a back room lit only by a

CONTINUED ON NEXT PAGE



Happy Homes
have Nesbitt's

The whole family will love Nesbitt's... be delighted with its thirst quenching real orange flavor.

Be a fun family... Keep a supply of Nesbitt's on hand. Ask for Nesbitt's wherever soft drinks are sold.



Look for this distinctive carton. Take home six bottles of Nesbitt's today.

Be sure to get genuine Nesbitt's. It's the finest orange soft drink sold in a bottle, and it costs you no more.

Don't say Orange — say Nesbitt's.

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made from real oranges

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the knit
with the fit
where you sit

panties of
Spun-lo
RAYON FABRIC

only about **69¢**

These are the famous for comfort undies that g-i-v-e with every motion, fit without binding. Naturally absorbent, never clingy or clammy. They wash, dry quickly; need no ironing. All styles, too!



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**Feel it, it's fabric!
Softest for baby!**

So soft, light, comfy!
New everyday waterproof
panties with a dress-up
look! Fabric outside;
waterproof inside!
No rubber! No separate
lining! Won't acid stain!
Non-allergenic.
Machine washable!

pull-on style,
about **79¢**

snap-on style,
about **98¢**



INDUSTRIAL RAYON CORPORATION Cleveland, Ohio
Producers of Continuous Process Rayon Yarns and Tyron Cord for Tires



VETERAN RECORD BREAKER, Miss Cochran is shown after she became first woman to break sound barrier flying this Canadian Sabre jet in 1953.

JACQUELINE COCHRAN CONTINUED

gas jet I was taught to make transformations (wigs). Soon I started giving shampoos and helping to give permanent waves. A permanent was something new then; it was expensive and took nearly all day. I worked from 12 to 14 hours a day and received my room and board and \$1.50 a week.

Mrs. Ryckley took a motherly interest in me. I became quite familiar with the Jewish religion and she gave me the beginnings of a code of living, built on the start Miss Bostwick had made. But I got my first real lessons in morality from a "fancy lady" who came to the shop for hair dyes and permanents. She spoke well, with a northern accent, and she corrected my grammar and directed my reading. She warned me about men and their ways and told me wonderful stories about beautiful cities and lovely clothes. I made the work drag on as long as possible, practically dying her hair strand by strand, because I wanted to hear more. She always ended by lecturing me to get where I was going in life the hard way.

When I had been an apprentice for two years, someone started checking Mrs. Ryckley's shops for child labor. I had put my hair up so that I would look more than my 13 years and I heard Mrs. Ryckley tell the investigator I was 16 and that she was my guardian. When the investigator had left I announced to Mrs. Ryckley that unless she put me on full pay as an operator I would leave. I pointed out that I was bringing in more than \$200 a week in income and was still getting only \$1.50 in salary. I said I would do no work except in the shop during regular hours in return for room and board and \$35 per week. When Mrs. Ryckley upbraided me for ingratitude and insisted that I was under age and could not work elsewhere, I reminded her that she was my "guardian" and had certified me to be 16. She capitulated.

Wealth—for a snip of a girl

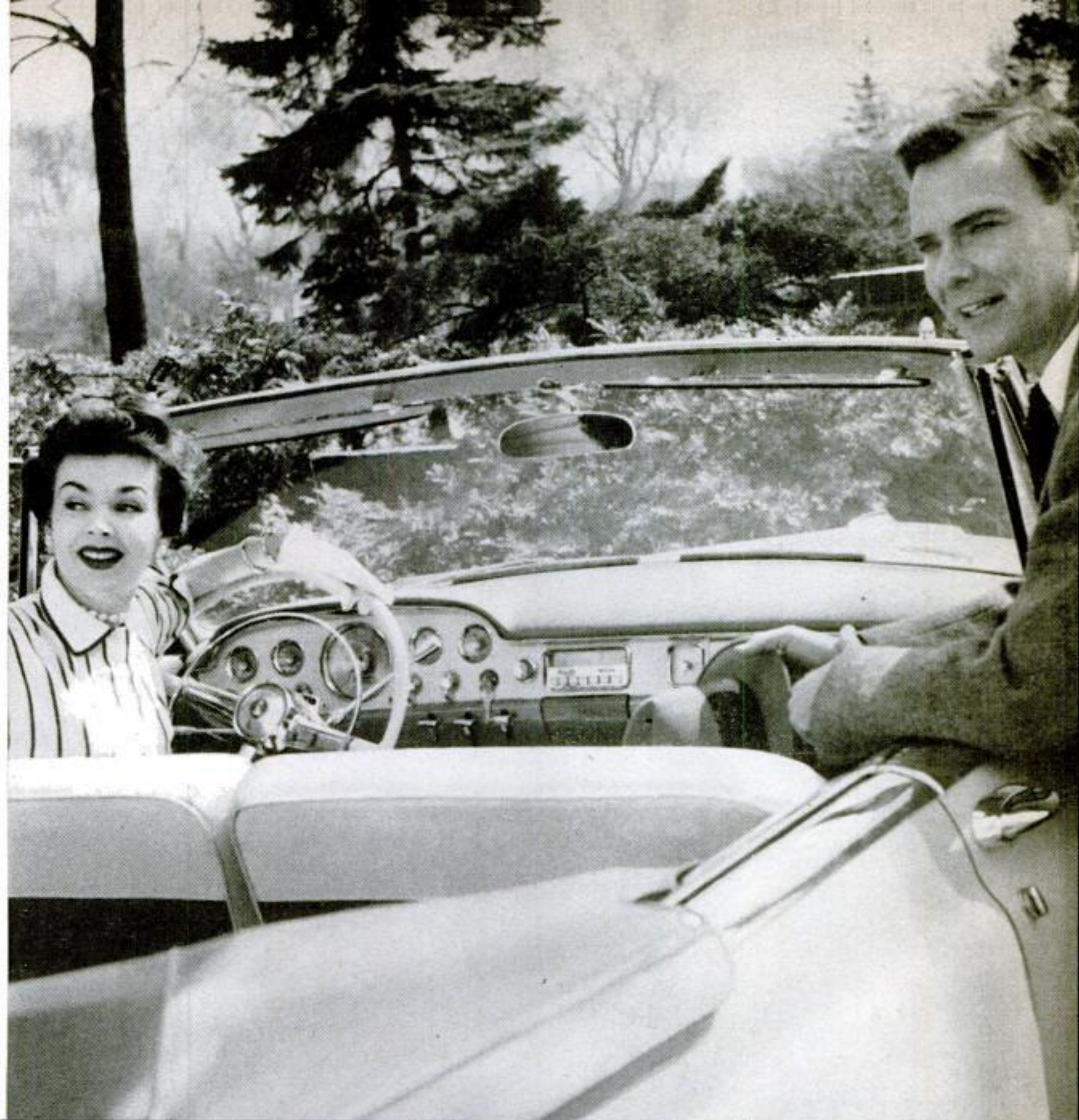
BEFORE a year was out I had saved several hundred dollars. What wealth that was for a snip of a girl! One day I heard a salesman for a beauty equipment company telling Mrs. Ryckley that a certain store in Montgomery, Ala. would buy a permanent-wave machine if only it could get an expert operator. I walked into the room and said I was that expert operator. At 14, I left Columbus for Montgomery and went to work there.

When I arrived in Montgomery I went walking about the nice part of the city until I saw a house I wanted to live in. (It was at 12 South Ann Street—I will never forget it.) I knocked on the door and asked the lady if she would take me for room and board. She was horrified at the thought of taking anyone into her home but I talked on and on, telling her I had never lived in a really nice house. She finally succumbed and there I stayed as long as I lived in Montgomery. I kept on saving my money, learned to dance and bought a Model-T Ford. The Model T not only got me invitations to college parties but gave me my first experience with engines.

Meanwhile one of my customers had convinced me that with my intelligence and dexterity I would be of more use to the world as a

CONTINUED ON PAGE 104

YOUR NEXT CAR



WILL IT BE MOST FOR YOUR MONEY IN ALL 5 OF THESE WAYS?

Bigger Differences in Value, face today's car buyer than has ever been the case, even among cars at similar prices. You can learn *how big* the difference is, whatever price you have in mind, if you will *first* visit a dealer showing the 1954 Plymouth, Dodge, De Soto, Chrysler or Imperial cars. Here you can try . . .

- *America's foremost powerplants . . . from the sparkling Plymouth PowerFlow to new V-8's, which for the first time brings airplane engine principles of power and performance to the motor car buyer . . .*
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● *A new, true all-road ride made possible only by the invention of amazing Oriflow, an entirely new and far more powerful type of shock absorber . . .*

● *In addition to these 5 great new features, here you'll find a whole range of new cars, each having many dollars' worth of built-in values and features which other cars either do not offer at all, or offer only at extra cost . . .*

These are things you ought to know first-hand before you invest in any car today. And the Plymouth, Dodge, DeSoto or Chrysler dealer who represents these cars is eager to have you drop in. He's eager to "talk turkey" when it comes to trade-in and to the payment terms that suit you best. Won't you come in, soon?

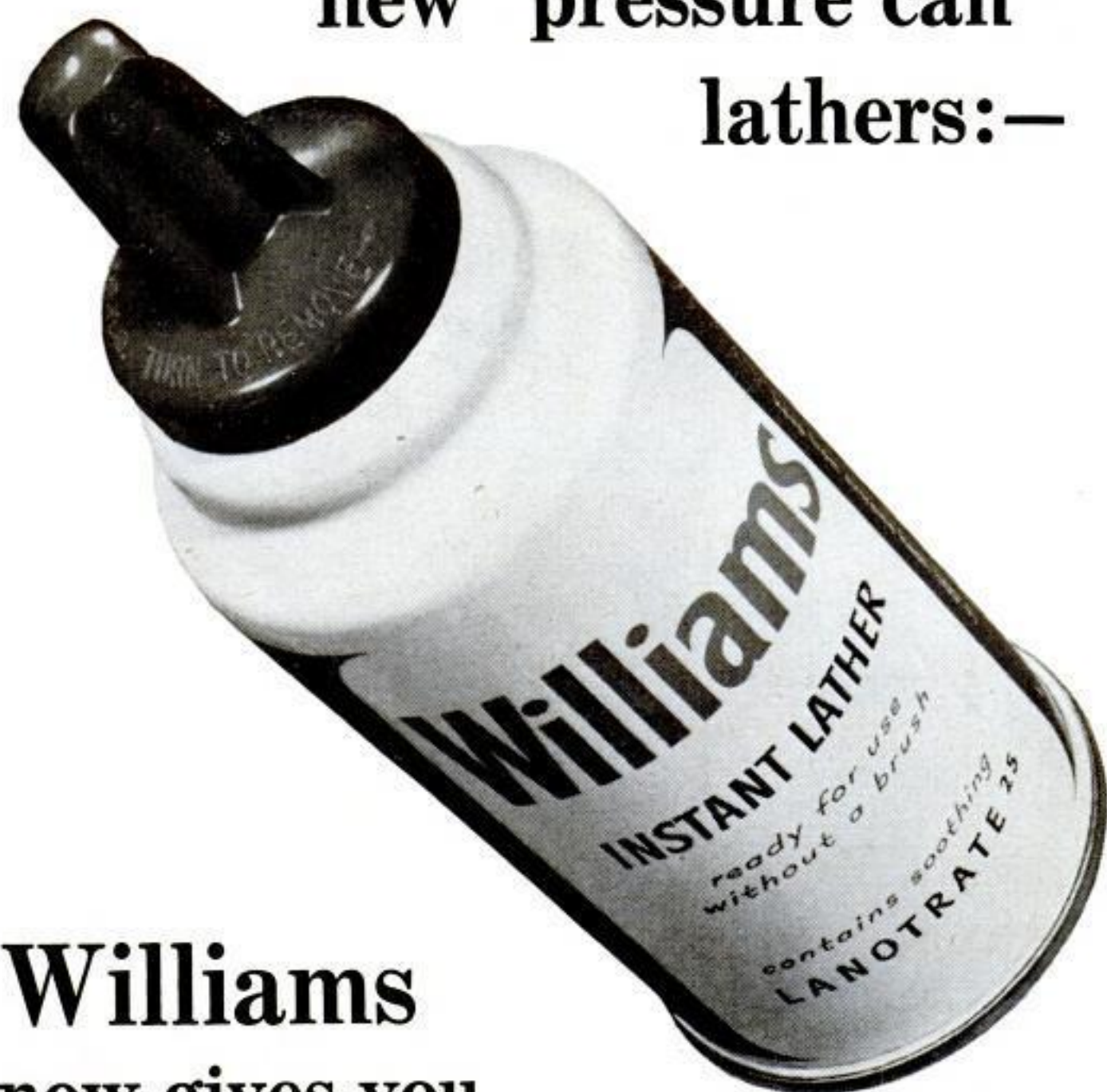
Drive Them! Price Them!

WONDERFUL THINGS KEEP COMING YOUR WAY FROM

PLYMOUTH • DODGE • DE SOTO • CHRYSLER • IMPERIAL

products of
**CHRYSLER
CORPORATION**

To the 6 million men
already using today's
new "pressure can"
lathers:—



Williams
now gives you
an instant lather with Nature's own
"SKIN SMOOTHER" BUILT IN!

For hundreds of years skin specialists have known that nothing in nature equals lanolin (found only in the wool of sheep), as a skin conditioner. *The softness, smoothness, and quick healing of the skin on wool-handlers' hands told them that.*

So efforts have long been made to blend lanolin into shaving preparations, so it could work its wonders on the inevitable "roughing up" your skin takes from the sharpest razor. But no way could be found to combine enough pure lanolin with shaving cream ingredients to be completely effective.

Williams' discovery—Lanotrate²⁵
—revolutionizes shaving

LANOTRATE²⁵ is the Williams name for an extract of lanolin which concentrates its magic skin-smoothing elements 25 times.

In this concentrated form even a small amount of Williams Instant Lather carries enough lanolin to your face to smooth the way for your razor, and leave your face feeling softer, more fit and supple,

All three with LANOTRATE²⁵

LANOTRATE²⁵ is found exclusively in Williams Shaving Creams. Williams Instant Lather. Williams Luxury Lather and Williams Brushless Glider. The J. B. Williams Company, Glastonbury, Conn.



A full 3 months' supply! Lanolin in its richest form, lanolin actually concentrated 25 times in new Williams LANOTRATE²⁵ Instant Lather

younger looking. With regular use, LANOTRATE²⁵ helps protect your skin against excessive dryness, daily blade scrape; yes, even against hot and cold weather conditions.

Today start enjoying these skin-comforting benefits—enjoy a truly kind-to-your-skin shave at last with Williams Instant Lather. A long-lasting supply costs but 79¢ (no more than ordinary "pressure can" lathers) wherever toiletries are sold.



FLYING AWARDS won by Miss Cochran include four Bendix Trophies won in transcontinental air races, five Harmon Trophies for achievements in aeronautics, delta-wing plane replica given by admiring Air Force test pilots.

JACQUELINE COCHRAN CONTINUED

nurse. She was an influential woman in Montgomery and got me admitted to the hospital for training. I stayed there three years. My marks were poor in all academic subjects but I excelled in nursing. I was one of a few nurses who was given two tours of duty every day in the operating room, by request of the top doctor. My memory was so good that once I had set things up for an operation I knew exactly what was wanted and when. The most interesting operation I attended was a Caesarean on a midget from the Miller Brothers Carnival.

On my days off I used to go down in the wards and give the patients haircuts and shave them with a broadside razor the barber had taught me to use.

At the end of my training I accepted a job with a sawmill district doctor in Bonifay, Fla. Jobs were hard to get at this time and the one in Bonifay seemed right down my alley. I was going back to Sawdust Road as a modern Florence Nightingale to help the people I knew needed help so much.

One night I was called to a shack to deliver a baby. The doctor was away. (The doctor always seemed to be away.) That shack was just like the ones I lived in as a child. Three children were sleeping on pallets on the floor. The only light came from a "mojo" lamp. After I delivered the baby I discovered that there were no clothes for it. I had delivered many babies, but this time it struck me the wrong way. I had had enough of being a mill-town nurse. I realized that I had neither the strength nor the money to do the smallest fraction of what had to be done for these people and I determined that, if I was going to do anything for myself or others, I had to get away and make money. I went back into beauty-parlor work, first in Pensacola, then in Biloxi and Philadelphia, and soon I thought I was ready for the biggest city of all. I sold my car and set off for New York.

No haircut for Mr. Charles

I FOUND a room near Broadway and 79th Street. It was in back of a kitchen and it cost me \$3 a week. By putting a thin piece of felt around the door I could keep the kitchen odors out. I then started to look for a job. First I went to Charles of the Ritz. After filling out an application, I asked to see Mr. Charles. He said I didn't look old enough to be an expert, to which I replied that not only could I do everything well but I could probably do many things better than he could himself. I did not like his manner. He was highly amused when I demanded a 50% commission. He said I couldn't work for him on any basis without cutting off my long, curly blond hair. I said I would not cut it off even if he turned his whole business over to me, and walked out.

The next morning he called and said that he had changed his mind and that I could go to work for him and keep my long hair. I told him I had no interest in working for anyone who would attempt to impose on personal rights the way he had. So Charles of the Ritz lost a mighty independent operator. Now Charles of the

CONTINUED ON PAGE 107

THIS IS KENTUCKY

as rich in vacation promise as in Bourbon fame . . .



"KENTUCKY MOONBOW" PAINTED FOR THE EARLY TIMES COLLECTION BY AARON BOHROD

THIS IS KENTUCKY'S FAVORITE BOURBON

— Now America's
Top Selling Straight Whisky

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GOING PLACES? No matter where you go this summer, be sure to include Early Times in your vacation plans. It's America's top selling straight whisky, regardless of price.

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KENTUCKY STRAIGHT BOURBON WHISKY—EARLY TIMES DISTILLERY COMPANY, LOUISVILLE 1, KY.—86 PROOF

"I drive the rough trails to uranium"...



says Andre Senutovitch
Santa Fe, N.M.



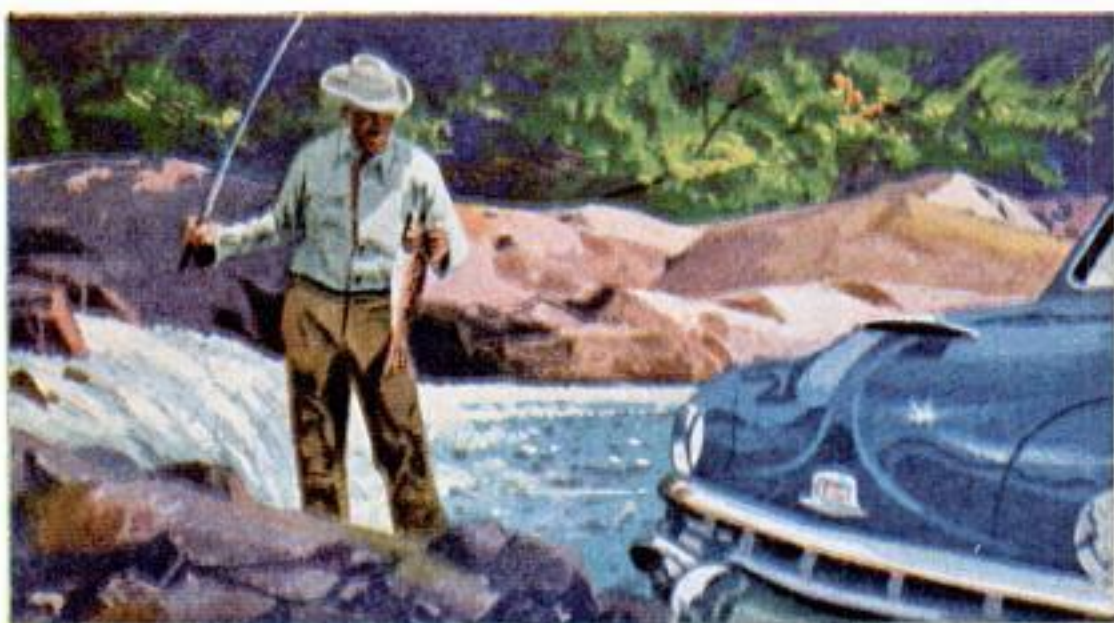
"I drive some 700 miles a week — most of them well off the highways — prospecting for uranium hidden in hard-to-reach New Mexico mesas. Atlas tires have all the toughness it takes to carry me safely through sand, mud, clay, rocks, sage brush and even snow ...



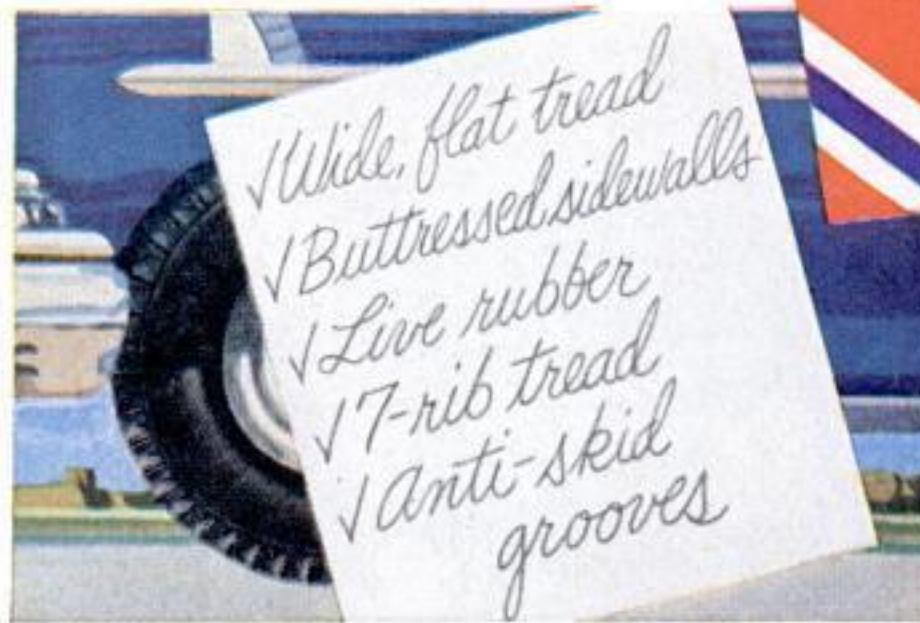
"The 1000-foot approach to our uranium mine is plenty steep and rocky, but my Atlas tires always make the grade.



"They also give me extra safety and comfort for long drives on New Mexico's 7000 mile system of paved roads.



"My hobby, fishing — like my job — takes me all over New Mexico. Wherever I go, I can depend upon Atlas tires and service.



"This combination of features makes Atlas tires all 'round performers on all kinds of roads, in all kinds of weather."

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Why risk worn-tire failure? Trade for safe, long-mileage Atlas tires. See your local Atlas dealer TODAY.

38,000 ATLAS DEALERS SERVING MOTORISTS EVERYWHERE

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JACQUELINE COCHRAN CONTINUED

Ritz and Jacqueline Cochran are competitors in the cosmetics field.

At that time Antoine's Saks Fifth Avenue salon was more than packed with customers who liked high prices, so I applied there. With Antoine I got along all right and I began making good money. Before long I was going each winter to Antoine's beauty shop at Miami Beach.

I met many nice people through my work both in New York and in Miami, but I had the most fun in Miami. There I won many dancing contests, but to balance off such frivolity also took a prize at a county fair with my needlework. In Miami people began inviting me to their dinner parties as the much needed extra woman. That was how I, a girl from Sawdust Road, came to be at a Miami nightclub one evening in April 1932. I was standing in the lobby with my friends Cliff and Mollie Hemphill while we were assembling for cocktails when I saw a thin, clean-cut man walk into the lobby and disappear into the checkroom. I asked Cliff why he didn't invite men like this stranger to his parties. A little while later I found the man sitting next to me at cocktails. It was Floyd Odlum.



HUSBAND-TO-BE, Floyd Odlum, is shown not long before he married the author.

I think I got the idea about flying during that first conversation with Floyd. I told him about my work and how hard and confining it was and that I thought I would prefer going on the road for a cosmetic house, because I liked to travel and be out in the air. He

said that with the Depression on and competition so keen I would almost need wings to cover all the territory.

Two days later Floyd gave a dinner party of his own at the Indian Creek Golf Club. He made me the guest of honor among the 20 or more people present. I saw him only those two evenings in Miami. He went north the day after that dinner and I didn't see him again for two months.

I began thinking about what Floyd had said to me in Miami about flying. I wanted to go higher than Rockefeller Center, which was being erected across the street from Saks Fifth Avenue and was going to cut off my view of the sky. I decided that if I could fly I could really start a new career.

One fine day in the late summer of 1932 I took the three weeks' holiday I had coming to me and learned to fly.

Flying got into my soul instantly but the answer as to why must be found somewhere back in the mystic maze of my birth and childhood and the circumstances of my earlier life. Whatever I am is elemental and the beginnings of it all have their roots in Sawdust Road. I might have been born in a hovel, but I determined to travel with the wind and stars.



AT HOME for the Odlums may be their apartment in New York City's River House (above), their ranch in California or their cottage on Long Island. She often pilots them between homes in her twin-engine Lockheed Lodestar plane.

"...and it's a Keepsake!"

Happy is the bride who wears a Keepsake Diamond Ring, for here is a diamond chosen with *quality* as the all-important consideration . . . a diamond whose fine quality will be reflected forever in its exceptional brilliance and beauty.

The name Keepsake appears in the rings of those whose love deserves the finest . . . for the center diamond of every Keepsake engagement ring is a *perfect* gem, regardless of carat weight or price.

Ask for the Keepsake Certificate which guarantees perfect quality and permanently registers your diamond ring.

Better jewelers everywhere feature Keepsake in many beautiful styles, at nationally advertised prices from \$100 to \$10,000.

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| A. JULIET Ring | \$575.00 |
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| * Man's Diamond Ring | \$125.00 |
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| All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. | |
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PHONE WESTERN UNION'S "OPERATOR 25" FOR YOUR KEEPSAKE JEWELER'S NAME



START of free-for-all is signaled by club manager, Tom Lane, who throws fish into the water, then waits five seconds before blowing starting whistle.



Life Goes to a Party

KIDS OUT-THRASH FISH

HOVERING near his prey, Dick Welch gets ready to pounce. Next year the swimming club hopes to repeat the party with a porpoise added.



THRASHING near the surface of the pool, John Handley (*left*) and Donna Du Bois clutch at a bass which is rolling docilely in water. They caught it.

LOSING quarry, April Phillips closes hands on empty water. Fish were caught by two club members in nearby lake and kept in barrels for party.

for Bass Divers

IN CHURNING UNDERWATER CHASE

Catching a darting fish by hand is difficult even for a good swimmer, but with a poolful of thrashing children to help, it can be easy. This was demonstrated recently by a Houston, Texas swimming club when it treated 80 children to a party diving after bass. One by one the bass were heaved into the water, and each time the swimmers jumped in and disappeared beneath the surface, which churned and foamed as the children below chased the slippery fish. Before long the bass would be played out fleeing 160 grabbing hands and thrashing legs in the turbulent water, and was easy to catch. After all fifteen fish were landed, the children got a taste of broiled bass but filled up on such party staples as soda pop and hot dogs.

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FEARLESS FOSDICK®
by AL CAPP

THIS CROOKED SLOT MACHINE WON'T PAY OFF!!

THAT'S NO SLOT MACHINE!!

IT'S THE LATEST DISGUISE OF ANY-FACE!! - PAY OFF - OR I'LL PUT A SLUG IN YOU!!

GET LOST, FLAT-FOOT!! I WANT TO BE ALONE WITH THIS GIRL!!

YOU HAVEN'T A CHANCE WITH ANY GIRL, ANYFACE, BECAUSE YOUR HAIR IS MESSY!! - GET WILDROOT CREAM-OIL CHARLIE!!

(CHUCKLE!) - JUST TAKE 29¢ OUT OF YOUR JACKPOT, AND BUY A BOTTLE OR TUBE AT ANY TOILETRIES COUNTER!!

LOOK YOUR BEST WITH WILDROOT CREAM-OIL. KEEPS HAIR NEAT - BUT NOT - UGH!! - GREASY. NON-ALCOHOLIC. RELIEVES DRYNESS. REMOVES LOOSE DANDRUFF!

WILDROOT CREAM-OIL HAIR TONIC

NON-ALCOHOLIC LAMOLIN

GROOMS THE HAIR
RELIEVES DRYNESS
REMOVES LOOSE DANDRUFF

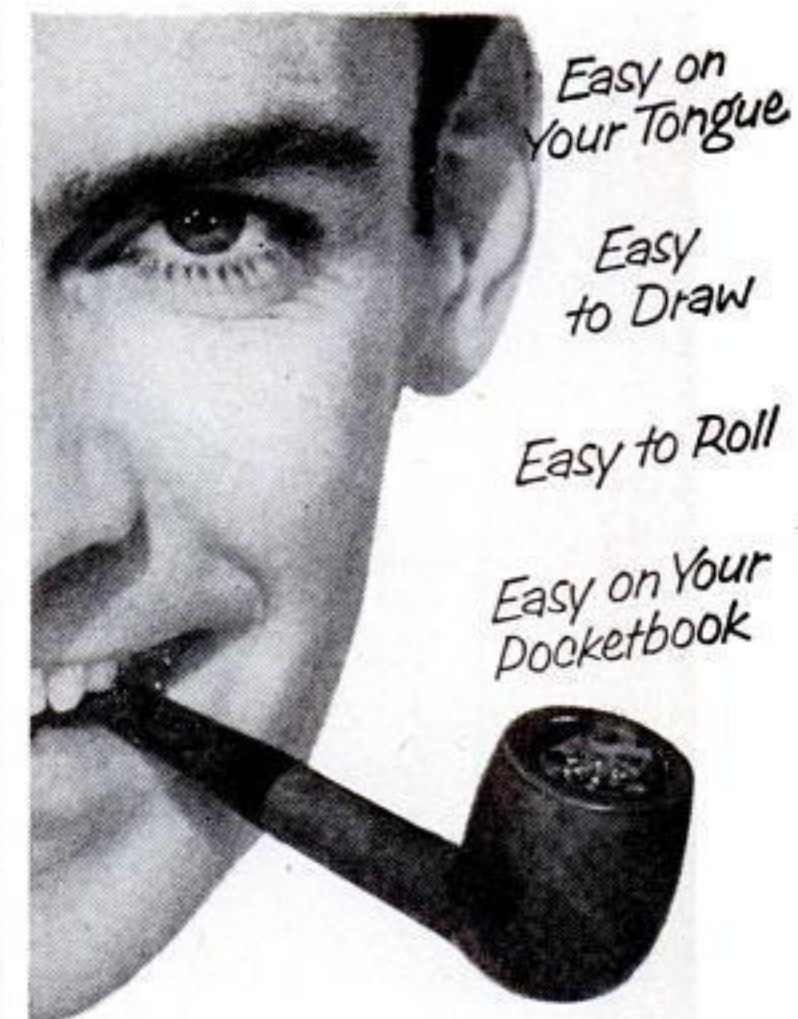
WILDROOT CREAM-OIL HAIR TONIC



OPEN-MOUTHED CATCH is displayed by John Handley, 7. When several swimmers closed in on one fish, smaller children wriggled in to make the catch.

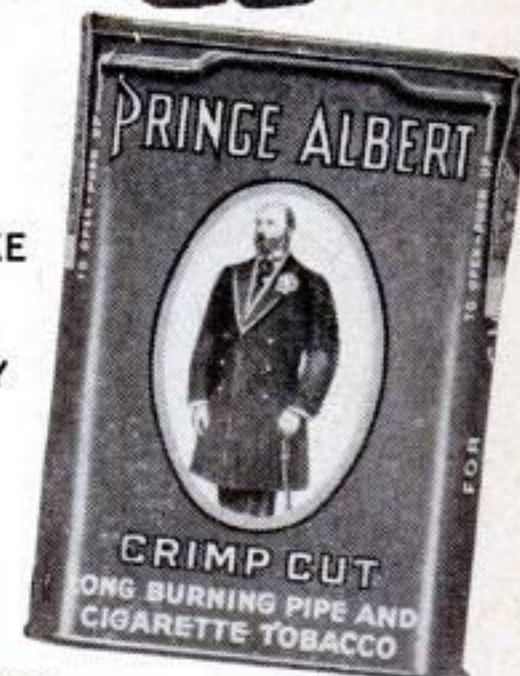


LARGE CATCH is held firmly by Deborah Conboy, 6, as her mother takes picture. Children later helped clean the fish for cooking over a barbecue pit.



Prince Albert

MORE MEN SMOKE
P. A.
THAN ANY OTHER
SMOKING TOBACCO



R. J. Reynolds Tob. Co.,
Winston-Salem, N. C.

BEWARE-Insect Bites!



Neglected bites from non-poisonous insects may cause dangerous infection. OIL-O-SOL soothes, comforts, cools, eases pain.

AT YOUR DRUGGIST
MOSSO'S OIL-O-SOL

Toilet noise?

End all annoyance of drip, gurgle, whistle and waste... take just 2 minutes to install modern-design tank ball. Hardware and plumbing stores everywhere. Guaranteed 10 years.

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POSITIVE ACTION CAN'T MISS

FLUSH-O-MATIC

MADE BY KIRK HILL

HOW TO BEAT THE HEAT!

The way to beat the heat that makes your feet burn, sting, tire, throb and steam — is to dust them every day with Dr. Scholl's Foot Powder. This scientifically compounded Powder of Dr. Scholl's soothes, refreshes your feet... eases new or tight shoes. Helps prevent Athlete's Foot infection. By all means get Dr. Scholl's Foot Powder today!



OUR FOREMOST ART JOURNAL

Thousands of people from all parts of the country, back in 1937, came to argue about my murals at the State Capitol in Jefferson City, Missouri. I was pretty well known as an artist before I did these pictures. But I have a hunch the wide attention they got was mainly because LIFE, in one of its earliest issues, reproduced them.

Since then LIFE has continued to reproduce art and to comment on it in a newsy way that couldn't be bettered for sustaining popular interest. In such articles as "The History of Western Culture," LIFE showed how much civilization is bound up with art and, by implication, how much we *need* art to be civilized ourselves.

During World War II, LIFE helped to create art by commissioning artists to cover the battle fronts. In its essays on our physical world, LIFE has continually used the talents of descriptive and illustrative artists to vivify its texts. I believe that LIFE, although it is many other things, is our foremost art journal.

LIFE is certainly the most publicly effective one and the one, I'll bet my head, in which every artist would rather have his pictures printed.

I don't always agree with LIFE's *ideas* about art. I don't always agree with LIFE's ideas about life either. As an old New Deal, Fair Deal democrat I couldn't go along with *all* LIFE's political views. But I have the greatest admiration for the weekly parade of photographs of the world we live in, and these are the substance and essence of LIFE.

There is nothing partisan about this. You may take sides about what you think the photographs signify, but the photographs themselves do not take sides. They simply inform you that "This was here and that was there." For me there isn't any kind of more valuable information.

by **THOMAS H. BENTON,**
American Painter

How I feel
about **LIFE**





THE VICIOUS VACHE

A *royale de vaches*—in literal translation, a “cow royal”—is a sort of bullfight without bulls and without even much fighting, in which the competitors, called *ragotteurs*, try to knock little cockades off the heads of cows. In southern France both cow and bull royals are a popular pastime, boosting business for the local vintners and keeping money in circulation. The cows are agile and some of them become famous and old, making their owners rich. The brave

ragotteurs are nimble, too, and wise in the ways of cows. Thus, in the arena at Calvisson one summer day when Magali, a black cow with a darker heart and a vengeful soul, began to get terribly angry, the fighter was quick to understand. He considerably tried to excuse himself from the arena until Magali was feeling better. But the *vache* leaped for one final stab at the departing *ragoteur*, tearing his pants, wounding his vanity and getting all the applause.



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especially designed to commemorate
Queen Victoria's Diamond Jubilee.

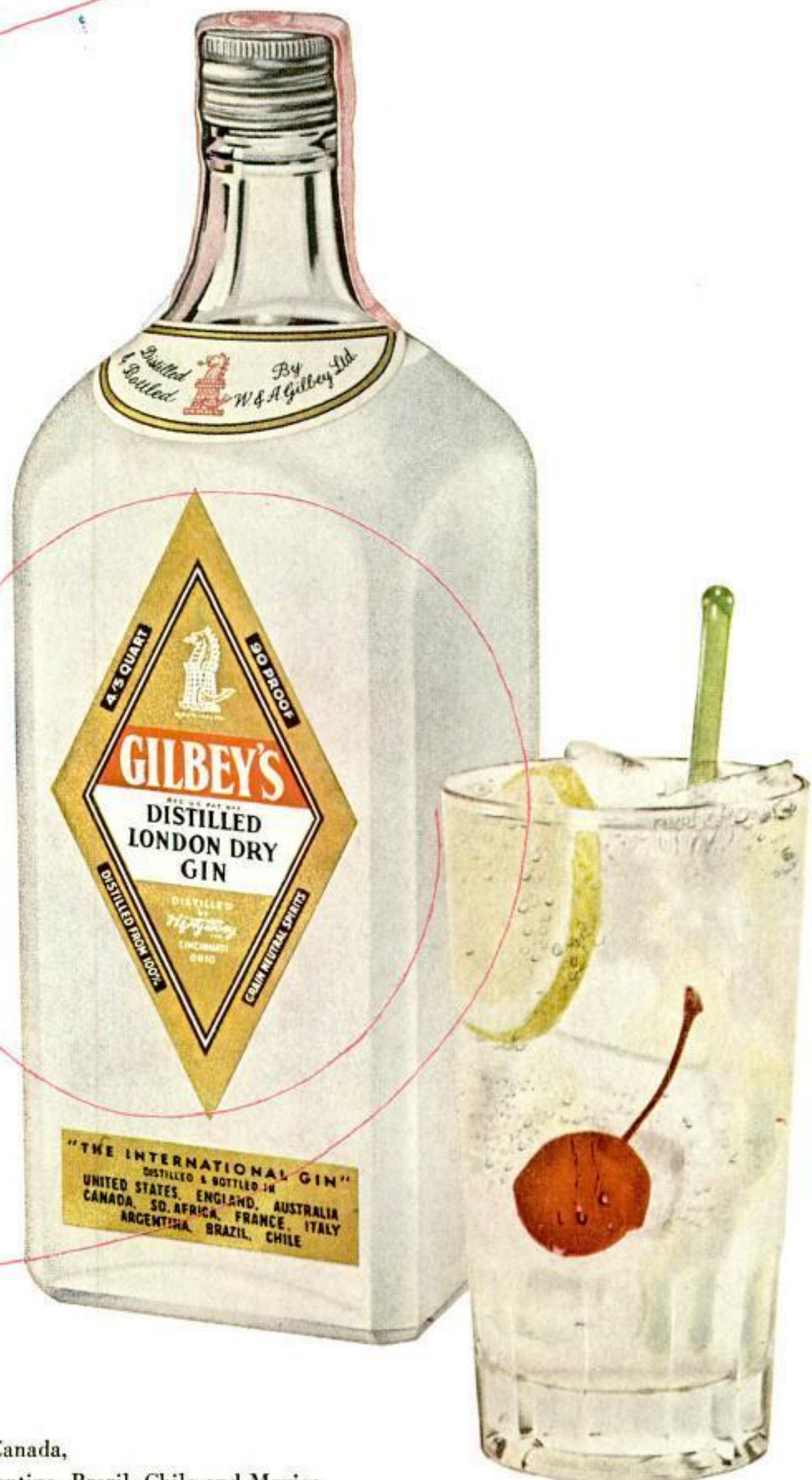
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is well known the world over today. It's the label for the *one*
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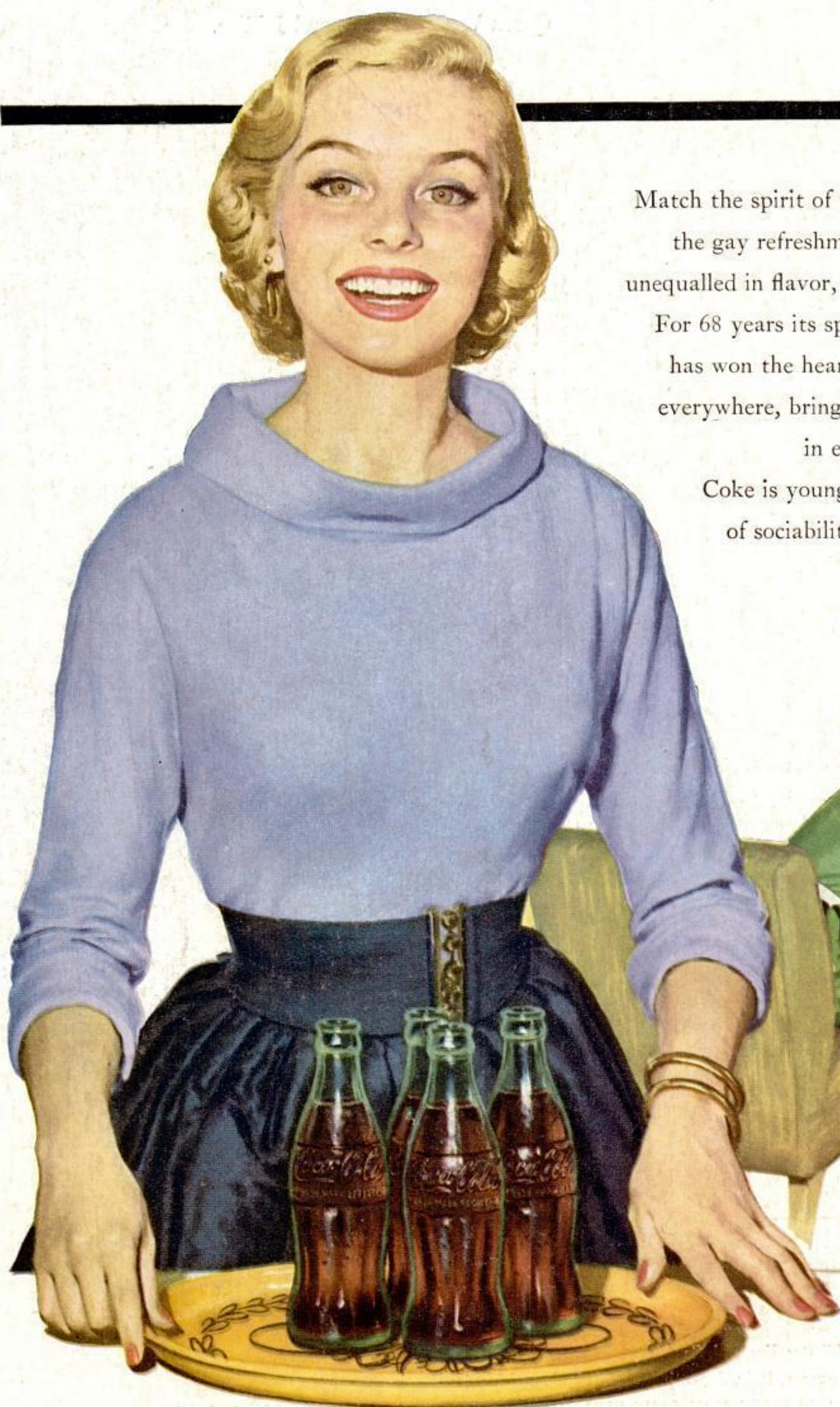


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